

CATALOG 10-3-G

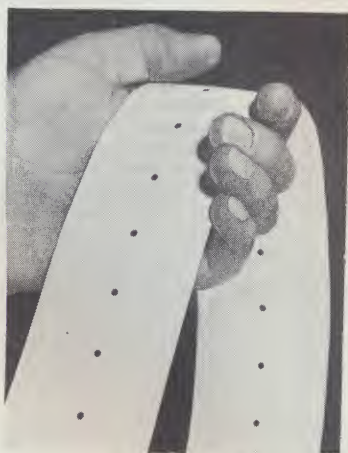
Routing:

- ☐ ADDRESSING  
MACHINE OPERATOR
- ☐ CONTROLLER
- ☐ DATA PROCESSING  
MANAGER
- ☐ PURCHASING  
AGENT
- ☐

here is your new  
CBM\* catalog

\*Communicate  
By  
Mail

Do you work with mailing lists? Compile them — rent them — maintain them — address them? Then you will find many items in this catalog of interest and of value. If you use an addressing machine — plates or stencils — this catalog is for you. If you address mailing lists by tabulator or computer print-out, this catalog is for you. If you use the mail in volume to educate, inform, persuade, sell, influence, enlist, publish or announce, then this is YOUR catalog. It can help you accomplish your mission.



If you use an addressing machine, see Pages 12 through 14 where a new attachment is described. It will feed punched mailer strips; perforated, gummed labels; pressure-sensitive labels; multiple-part labels; in your machine — with precision and accuracy. If you print-out names and addresses with tabulating machine or computer, See Pages 15 through 19 where special address labels are described. **The two items on Page 18 are especially useful for hard copy print-out.**

The  
**QUIK-KARD**®  
Co. Inc.

327-1821  
AREA CODE 415

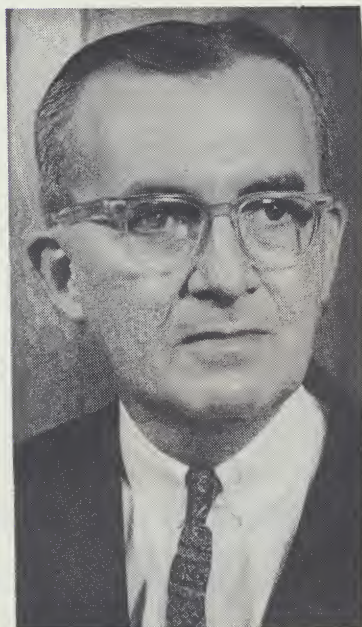
951 INDUSTRIAL AVENUE ★ PALO ALTO, CALIFORNIA 94303



# GREETINGS!

## TO ALL WHO

# COMMUNICATE BY MAIL



**NORMAN L. COTTON**  
PRESIDENT,  
THE QUIK-KARD CO., INC.

Communication by Mail means many things—not only mail sales or mail promotion.

Mail is used by organizations of all kinds to communicate with members. Schools, colleges and universities use the mail extensively to communicate with students, parents and alumni. Labor organizations communicate with members by mail. Churches, lodges, clubs, societies, PTA's, fraternities and sororities and organized groups of an almost limitless variety use the mail in many different ways. Fund raising is an important function. Business associations, service clubs, chambers of commerce all communicate with members by mail.

Financial institutions—banks, savings and loan companies, insurance companies—all deal with names and addresses of PEOPLE. Membership discount houses, department stores and other retailers, credit card companies, public utilities, institutions and businesses of all kinds use the mail for communication. Political organizations also use the mail extensively.

Governments—local, county, state and federal—use the mail in great volume. Tax assessors, tax collectors, registrars of voters, licensing and regulatory agencies have mass mailing operations.

Whether mailing lists are addressed by pen, typewriter, by addressing machine—plates or stencils—by tabulator or computer print-out, there is something in this catalog that can be useful, helpful, valuable.

This is a specialized catalog featuring highly specialized products. It is intended for those who compile, rent, maintain and address mailing lists. Those in this field will find something here they need TODAY. And something they will need tomorrow—or **someday**. This is the sort of catalog you will want to keep, refer to and use. Many organizations will want additional copies, for various departments and individuals. Additional copies will be furnished free on request.

This is a MAIL ORDER CATALOG. You are invited to place orders directly from the catalog. All orders are given careful and prompt attention. Our objective is to ship every order the same day we receive it. Sometimes, we can't reach that objective because an occasional, unexpected, big order could clean us out of a particular item. Nothing bothers us more than to keep someone waiting—and we do everything humanly possible to avoid that.

Special items, made to order, require time for manufacturing.

We ship to all States, using various methods of transportation. In the West, we use United Parcel Service whenever this is possible. We also ship via UPS to the greater Chicago and New York areas. We use parcel post, truck, bus and air freight, depending on weight, distance, urgency.

Our terms are Net 30 days; 1% discount for payment in 10 days. Prices shown are FOB Palo Alto, California.

Mechanical items may be ordered on an approval basis so you may try them out and inspect them. If you would like free inspection samples of any paper product, let us know and these will be mailed at once. Further details about ordering mechanical items on approval will be found on page 24—the back cover.

How may we serve you—NOW?

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# IF YOU USE ADDRESSOGRAPH PLATES IN FRAMES, YOU NEED QUIK-KARDS!

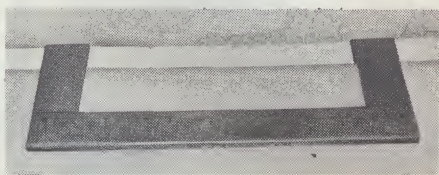
**They are Index Cards in  
Continuous Roll Form —  
THEY SAVE TIME—MAKE WORK EASIER**



## NO MORE HAND CUTTING OF INDEX CARDS NO MORE FUMBLING WITH SINGLE CARDS

The great thing about Quik-Kards is that they are in continuous form, like tickets. They are precision die-cut in many different sizes—a size for all the frames in popular use. If you have had the experience of printing a single card in your machine, you know how time-consuming and awkward this can be. Just as you print a single card, the

ribbon moves it and you have to make another. Not with Quik-Kards! The roll holder shown above is essential to the efficient use of Quik-Kards. The gauge is not essential but is helpful when you do a considerable volume of this work. They merely rest on the machine and are put on or taken off in an instant. Nothing to fasten or connect.



The Gauge shown above is magnetic. It fastens to the table top of the Addressograph with magnets. You position it wherever you want it to go and it keeps Quik-Kards in alignment as they are pulled through the machine. This gauge is also used to feed gummed or pressure-sensitive labels. See Page 7. Chutes at the end of the gauge are made for one particular size. When ordering, specify size of Quik-Kard or label you wish to feed. Order by stock number.

**No. 400240 Magnetic Gauge \$12.00**  
Specify width of item to be guided  
Weight — 1 lb.



Four, separate magnetic gauges are shown above. These hold to steel surfaces with magnets. They can be placed in almost any position and are completely adjustable for handling various sizes of Quik-Kards or labels. On Page 8, these gauges are shown being used to align 3 x 5 cards being addressed. The sides of the circular gauges are grooved and the paper travels in the groove. The gauges may be used to guide almost any paper item through almost any machine. Order by stock number.

**No. 400140 Circular Gauges \$15.00**  
Set of 4  
Weight — ¾ lb.

If you emboss plates and then insert the plates into Addressograph Frames, and then make paper index cards for the frames, you should try Quik-Kards.

You will find, as thousands of others have, that Quik-Kards can be imprinted and inserted faster than any other way of doing the job.

Quik-Kards are in continuous roll form. They do not get out of order. You do not handle single cards. You do not have to cut cards. You save several ways.

A card is inserted and torn apart at the perforation. The next card is in your hand. You do not have to pick it up from a table. The work goes faster and smoother.

Because Quik-Kards do not get out of order, it is not necessary to be checking constantly to be certain you are putting the right card in the right frame. If you start right, you end right.

A roll holder holds the roll of Quik-Kards. The operator pulls the cards through the Addressograph. Gauges are furnished to facilitate the work as described elsewhere on this page. The cards drop to the side of the machine and when the cards for a drawer of plates are imprinted, the strip is fan-folded. A rubber band is placed around the pack and the pack is placed on top of the drawer of frames, ready for insertion.

You can try Quik-Kards by telling us the size of frame and card you use — see page 5. We will send you a roll of the proper size and a roll holder and gauge. These will be billed to you and the invoice will be clearly marked "On 30-day approval." At the end of 30 days, if you are pleased, you pay the invoice. If not, return the gauge and roll holder and the entire charge will be cancelled — pleasantly, without red tape or equivocation.

You be the judge. See page 5 for sizes and prices.

On page 6, a few of the firms and institutions now using Quik-Kards are listed. You are invited to join them.



## ROLL HOLDER—DISPENSER IS ESSENTIAL FOR EFFICIENT USE OF QUIK-KARDS

When using paper from rolls, use of a roll holder is necessary. The roll holder shown at right was ingeniously but simply designed to handle Quik-Kards and other rolls. Use of the same roll holder for feeding wider tapes such as mailer strip paper is illustrated on pages 8, 9, 12 and 13.

Various types of spindles are furnished to fit the core dimensions of various products. When ordering, tell us what you wish to feed and the proper spindle for that item will be included.

The walls of the roll holder may be moved and adjusted in the base, to accommodate different widths.

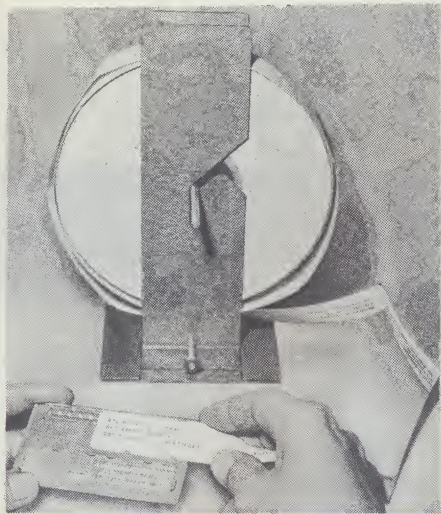
The base of the roll holder is equipped with a rubber-cork pad that clings to table and machine surfaces. In most installations, the roller holder merely rests on the machine and is not fastened down. It is easily placed on or taken off the machine — by anyone. Nothing to connect or fasten.

While the same roll holder may be used for different sizes of items, if a change is made frequently from one to another, it is better to have



one roll holder for each size. When ordering, specify what is to be fed and use the stock number below.

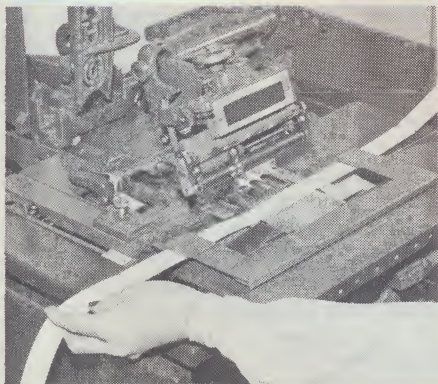
No. 400700      Roll Holder      \$12.00  
Specify item to be used  
Weight — 1¾ lbs.



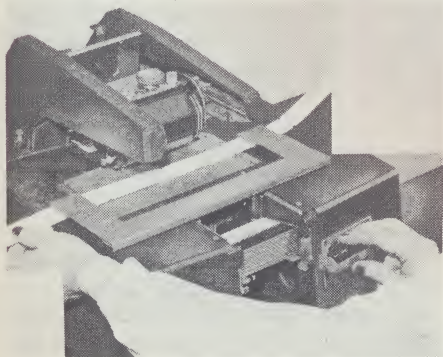
### TEAR THEM APART AFTER YOU INSERT THEM

Because Quik-Kards are in continuous form and are not torn apart on the perforation until **after** a card has been inserted into a frame, they can not get out of order. And you never have to pick up or handle a single card. You insert a card as shown above and tear it off at the perforation. The next card is in your hand ready to insert into the next frame. The work is completed faster!

USED IN OLDER MODELS,  
SMALL MACHINES AND  
IN HAND MACHINES



It does not matter how OLD or how NEW your Addressograph machine may be—or what model you are using. Quik-Kards can help you. Quik-Kards are shown above being fed in an old Model F2 and below in a small Class 900 machine. They are also fed in hand machines.



## MAIL BAG LABELS

IN CONTINUOUS ROLL FORM

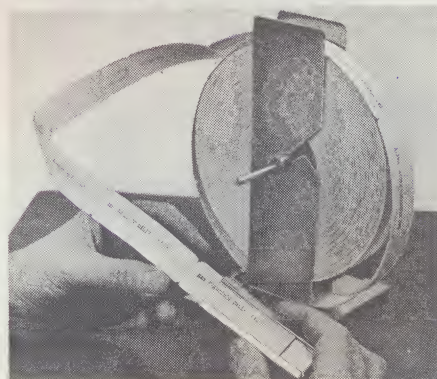
EASILY IMPRINTED IN MOST ADDRESSING MACHINES

If you address a mailing list and send out a publication or bulletin regularly, weekly or monthly, and mail under bulk third class or 2nd class, you use mail bag labels.

You determine in advance what labels you will need, depending on the zip codes and sectional centers to which you mail. You can order these labels from the post office.

Many mailers, however, prefer to prepare their own mail bag labels. They set up a set of plates or stencils, one for each label, and imprint a set of labels at the time the list is addressed. The labels are always ready when needed. Changes in the list, requiring a change in labels, are easily handled.

By using the labels shown here, in continuous form, you imprint a complete set for each mailing. They are in the order just as you will need and use them. You do not pull single cards from bins. You have one continuous



strip of labels for each mailing. The label is shown in actual size on page 5 and prices are on page 5. These are available in Manila color. The same roll holder and gauges can be used as described above and on page 3. The stock number for mail bag labels is No. 300280.



# TEN MOST POPULAR SIZES OF QUIK-KARDS SHOWN AT RIGHT ... ACTUAL SIZE

All Quik-Kards are 3 1/2" in length and vary in width to fit accurately in various styles of Addressograph Frames. When ordering, specify style of FRAME you use, send sample frame, or determine your size from chart at right. All sizes are furnished in rolls—1,000 per roll. All sizes are listed below and these fall within three price groups as shown:

## GROUP A

### Smaller Sizes — All Buff Color

1 to 9 M	2.50 M	50 to 99 M	1.90 M
10 to 49 M	2.00 M	100 M and over	1.85 M
Stock No.	Wt. of 10 Rolls	For Frame Style	
300110	12½ lb.	B Size, Buff Color, for B, H, I, K, L Frames	
300180	13½ lb.	B-27 Size for B-27 Sensing Frames	
300190	5¼ lb.	BG Size for BG-24 Sensing Frames	
300200	8 lb.	CB Size for CB and CH Frames	
300210	6 lb.	CE Size for CE Frames	
300220	4½ lb.	CL Size for C one-piece Loktab Plates	
300230	4 lb.	CS Size for C Shifting one-piece Plates	
300240	10 lb.	DJ Size for D, J, JJ, NN, OO Frames	
300250	10¼ lb.	E Size for E and Z Frames	
300260	7¼ lb.	FP Size for F, P, FF, MM Frames	
300270	5½ lb.	GG Size for BB, GG, VV, KK, XX and YY Frames	
300280	10 lb.	MB Size for Mail Bag Labels, Manila Color	
300290	15 lb.	N Size for N Frames	
300300	8¼ lb.	SQ Size for Q, R, RR, S, SS and SV Frames	

## GROUP B

### B Size Only—7 Additional Colors Other Than Buff

1 to 9 M	2.60 M	50 to 99 M	2.00 M
10 to 49 M	2.10 M	100 M and over	1.95 M

All Quik-Kards are made in Buff color. Only one size, the B Size, is also made in 7 additional colors. The Buff color B Size is first item in Group A. Following colors also available:

Stock No.	Wt. of 10 Rolls	All for B, H, I, K, L Frames Color
300100	12 1/2 lb.	B Size Blue Color
300120	12 1/2 lb.	B Size Canary Color
300130	12 1/2 lb.	B Size Green Color
300140	12 1/2 lb.	B Size Pink Color
300150	12 1/2 lb.	B Size Red Color
300160	12 1/2 lb.	B Size Salmon Color
300170	12 1/2 lb.	B Size White

## GROUP C

### Larger Sizes—Buff Color

1 to 9 M	3.50 M	50 to 99 M	3.20 M
10 to 49 M	3.35 M	100 M and over	3.05 M
Stock No.	Wt. of 10 Rolls	For Frame Style	
300310	21¾ lb.	B Record for B Record-Card Frames	
300320	18 lb.	E Record for E Record-Card Frames	
300330	14 lb.	LL Record for LL Record-Card Frames and for front of Sloping Front File Drawers	
300340	16½ lb.	P Record for P, F and FF Record-Card Frames	
300350	12½ lb.	B-AP for B Frames for use with Activity Poster or Activity Recorder, printed with 52 squares. (See Page 21)	

No. 300110 B Size Buff Color  
(This size only also available in  
7 Additional colors, listed in Group B at left)  
For B, H, I, K and L Frames

No. 300350 B Size  
Printed with 52 squares for use  
with Activity Recorder or  
Activity Poster (See Page 21)

24 25 26  
50 51 52

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26  
27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52

1 2 3  
27 28 29

No. 300190 BG Size For BG-24 Sensing Frames

No. 300200 CB Size  
For CB and CH Frames

No. 300210 CE Size  
For CE Frames

No. 300240 D Size  
For D, J, JJ, NN, OO Frames

No. 300250 E Size  
For E and Z Frames

No. 300260 F-P Size  
For F, P, FF, MM Frames

No. 300270 GG Size  
For BB, GG, VV, KK, XX and YY Frames

No. 300280 MB Size  
For Mail Bag Labels  
(See Page 4) Manila Color

No. 300300 S-Q Size  
For Q, R, RR, S, SS, SV Frames

SIZES FROM ANY OR ALL  
GROUPS MAY BE COMBINED IN  
ONE SHIPMENT FOR QUANTITY  
PRICING



# WHO USES QUIK-KARDS?

Almost everyone who uses Addressograph plates in frames, and who has tried Quik-Kards, continues to use them. They are used by thousands of businesses, organizations, institutions and non-commercial activities in all the States.

Quik-Kards save time. They make

work easier. They eliminate the handling of individual cards.

We have taken the following clippings from our files — names of a few who use Quik-Kards. These were selected at random. They represent various types of activities

and various sections of the country.

If you emboss plates, insert plates into frames and then make paper index cards, you need Quik-Kards. Why not try them? Take advantage of our trial offer. See details on pages 3 and 24.

THE STATESMAN-EXAMINER

SOUTHWESTERN ELECTRIC COOPERATIVE, INC.

**BOYCE**  
MACHINERY CORPORATION

Bell & Howell

CORT COSMETICS, INC.

LYCOMING COLLEGE



VICTOR COMPTOMETER



CRUCIBLE STEEL

YOUNG MEN'S CHRISTIAN ASSOCIATION  
OF LOS ANGELES

HUB MAIL

CONGRESSIONAL QUARTERLY

FAFNIR BEARING

CRUSADE, INC.

*Brooks Brothers*

ST REGIS PAPER

Northwestern University

General Greene Council

COLFAX *Gazette*

**Z**ELLERBACH PAPER COMPANY

BOY SCOUTS OF AMERICA

U.S. ELECTRICAL MOTORS

Sikorsky Aircraft



STATE BANK OF ALBANY

AYER & STREB



AUTOMOBILE CLUB OF SOUTHERN CALIFORNIA

WHITE RIVER VALLEY ELECTRIC COOPERATIVE, INC.

*Pipestone Federal Savings*

ANTIOCH COLLEGE

PIONEER SAVINGS

TEXACO INC.

Prudential Insurance

DARTMOUTH

Rockford Life Insurance Company



KEITH COUNTY BANK

CONSOLIDATED EDISON

WORLD-WIDE MAIL PARENTS' MAGAZINE ENTERPRISES, INC.

ABERCROMBIE & FITCH CO.

HAEGER POTTERIES



CARNATION CO

DUCOMMUN METALS



BATTELLE MEMORIAL INSTITUTE

ZIPPO MANUFACTURING COMPANY

CENTRAL ILLINOIS ELECTRIC AND GAS CO.

THE HERALD-NEWS

Inland Steel Products



THE HOME INSURANCE COMPANY

SEABOARD FINANCE



THE ANSUL COMPANY

PARK NATIONAL BANK OF CHICAGO

CALIFORNIA PACKING CORPORATION

STATE OF MAINE

GRACELAND COLLEGE

THE DETROIT BANK AND TRUST COMPANY



SHELBY ELECTRIC COOPERATIVE

CENTURY LETTER COMPANY

SUBURBAN PROPANE GAS CORPORATION



SANITARY FARM DAIRIES

ROLLINS COLLEGE

BRISTOL-MYERS

CONTINENTAL CAN COMPANY, INC.



POLK-CONNELLY



National Trust

COMPANY LIMITED



BLUFFTON COLLEGE

BALL STATE UNIVERSITY

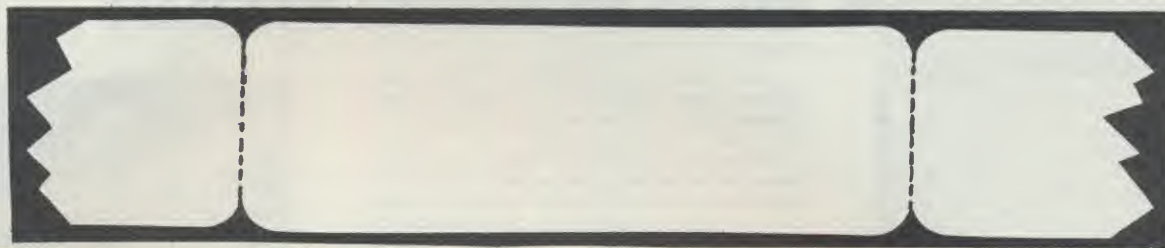
INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION

CENTRAL NATIONAL BANK OF CLEVELAND

UNION CARBIDE H. M. PARKER & SON



# THESE GUMMED LABELS AND PRESSURE-SENSITIVE LABELS ARE EASILY ADDRESSED IN ALMOST ANY MAKE OR MODEL OF ADDRESSING MACHINE — —



**GUMMED LABEL NO. 302000 IS SHOWN ABOVE IN ACTUAL SIZE. FIVE OTHER SIZES AVAILABLE.**

One of the easiest ways to address labels in addressing machines is to use the labels shown on this page, and the simple mechanical devices illustrated in lower right corner.

There is no complicated set-up; no big investment in special equipment.

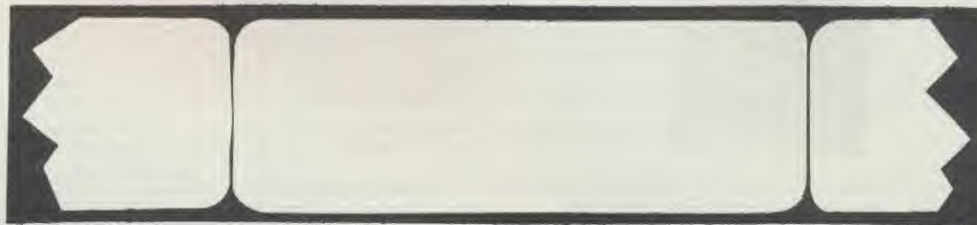
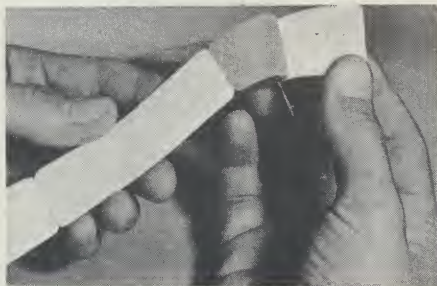
Six different sizes of gummed labels and four different sizes of pressure-

sensitive labels are available from stock—immediate shipment.

The gummed labels are furnished 2,000 labels per roll. The gumming on the labels is "dry" gumming. It is coated so that the gum is not tacky in normal handling. Labels do not curl. The gum is protected from the moisture in the air and from moisture on hands but, when

wet, they really stick. Because they are perforated on the short dimension, they are easily applied by hand. They snap apart on the short dimension quickly, cleanly, easily—like postage stamps from a roll.

They are packed 5 rolls per bundle. Minimum: 1 roll (2,000). Specify stock number and size.



**PRESSURE-SENSITIVE LABEL NO. 301010 IS SHOWN ABOVE IN ACTUAL SIZE. THREE OTHER SIZES AVAILABLE.**

Pressure-sensitive labels are easy to address, easy to apply. They peel away from the backing sheet, as shown at left above, and will stick—without moistening—to paper, glass, wood, plastic and almost any smooth, oil-free surface.

They are available from stock, for immediate shipment, in four sizes, 1,000 labels per roll. Five rolls are packed per bundle.

This is an excellent label to use when changes occur in a list. After the plates or stencils are corrected, these labels are

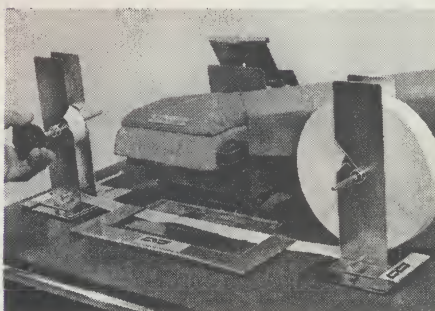
imprinted in the addressing machine and then used to cover up old addresses on ledger cards, file folders, reference files and other permanent records.

Churches use these—or the gummed labels—for addressing boxes of contribution envelopes to be distributed to church members. Anyone who wants to address something, which is bulky or thick, which cannot be addressed in the addressing machine, uses labels.

Because so little equipment is needed to address these labels in addressing

machines, it can be set up quickly or stored quickly. Nothing is fastened or connected. You just place the units in position. And **anybody** can do it!

List of stock numbers and sizes are at lower left.



Simple devices for easily feeding labels described on this page, are shown above. One roll holder holds the roll of blank labels. Another roll holder with re-wind knob is used to advance and wind up the addressed labels. In the center is a magnetic gauge which keeps the labels in alignment as they travel through the addressing machine. The operator turns the knob, advances a label to printing position, prints it and advances another. Approximately 2,000 to 3,000 labels can be addressed hourly. This complete assembly may be ordered with one stock number:

No. 400901 Feeding Assembly — \$42.00. (Includes 2 #400700 Roll Holders, 2 #400690 Re-Wind Knob and 1# 400240 Magnetic Gauge. Specify width of item to be fed.) Weight: 5 lbs.

## ORDER BY STOCK NUMBER AND SIZE

### GUMMED LABELS—2,000 LABELS PER ROLL—5 ROLLS PER BUNDLE

Stock No.	Size	Weight Per Bundle	Price per 1,000			
			2 M to 10 M	12 M to 48 M	50 M to 98 M	100 M and Over
302000	1-5/64" x 3 1/2"	5 1/4 #	1.60	1.45	1.30	1.20
302010	1" x 3 "	4 #	1.50	1.35	1.20	1.10
302020	3/4" x 3 "	3 #	1.40	1.25	1.15	1.05
302030	1 1/2" x 3 1/2"	8 #	1.80	1.65	1.50	1.40
302040	1 1/4" x 3 3/4"	5 3/4 #	1.85	1.70	1.55	1.45
302050	1 3/4" x 3 3/4"	9 #	2.35	2.20	2.05	1.95

### PRESSURE-SENSITIVE LABELS

### 1,000 LABELS PER ROLL—5 ROLLS PER BUNDLE

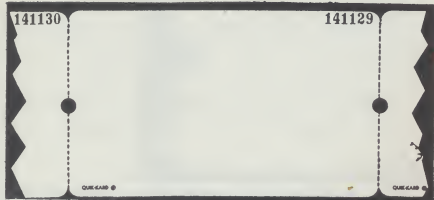
Stock No.	Size	Weight Per Bundle	Price per 1,000			
			1 M to 9 M	10 M to 49 M	50 M to 99 M	100 M and Over
301000	1-5/64" x 3 1/2"	5 3/4 #	3.90	3.70	3.40	3.20
301010	1" x 3 "	4 1/2 #	3.60	3.40	3.10	2.90
301020	3/4" x 3 "	3 1/2 #	3.25	3.05	2.70	2.50
301030	1-1/2" x 3 1/2"	7 1/2 #	4.50	4.30	4.00	3.80



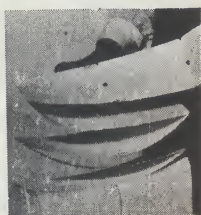
# 3 x 5 FILE CARDS IN CONTINUOUS FAN-FOLD PACKS

## EACH CARD **SERIALLY-NUMBERED**

### IDEAL FOR USE IN ADDRESSING MACHINES



Each card is serially-numbered in the upper right corner as shown above. If the number is not wanted or needed, it can be ignored. Or, the reverse side of the cards, which are completely blank, may be used. The cards are perforated on the 3" dimension. The round hole on the edge of the card is used only in the manufacturing process, to facilitate the automatic fan-folding of the cards.



Cards are furnished in fan-fold packs, 2 cards per layer, 1,000 cards per pack. They are available in white only but can be made on special order in other colors, when 500 M or more are ordered at one time.

The continuous-form 3 x 5 file cards shown here are quickly and easily addressed in most addressing machines.

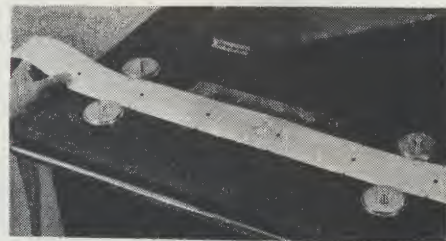
Whenever cards are used to compare one list with another, for zip coding, for sending copies of lists to branches, salesmen, dealers, distributors, these cards are very useful.

Each card is serially-numbered. Cards from different lists can be brought together into one list, to eliminate duplications. When corrections, changes and notations are made on cards, they can be put back into original plate or stencil order by arranging them by serial number.

The cards can be separated into singles with a bursting machine or, if sent to various places, they are generally torn apart by hand at the perforation at the point of use.

When lists are maintained in a service shop, the owner of the list generally wants a copy of the list in his own office, to facilitate the making of changes and for adding new names. Use of the cards shown here are ideal for that purpose.

Plates or stencils may be filed by strict zip. Copies of the list, on serially-numbered 3 x 5 cards, are then filed by strict alpha or geo-alpha. The madness of



The circular gauges (described and priced on page 3) may be used to guide the 3 x 5 cards through addressing machines. The gauges fasten to the table top of the addressing machine with magnets and help to align the cards as they are pulled through the machine and addressed.

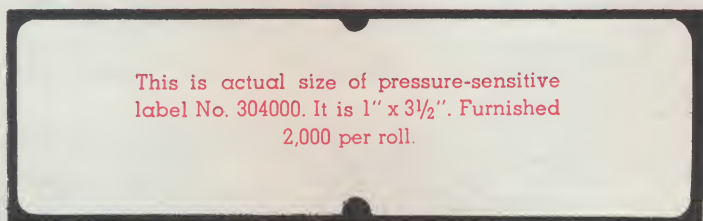
maintenance is made less frantic.

The cards are carried in stock for immediate shipment. Each shipment contains cards consecutively numbered. Because this is a stock item, however, there can be no choice of starting number.

#### No. 300360 3 x 5 cards

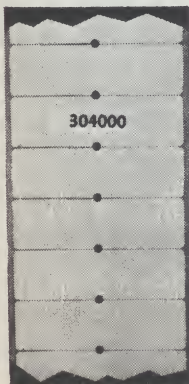
1 to 9M	3.90M
10 to 49M	3.70M
50 to 99M	3.40M
100M and over	3.20M
Weight—3¼ lb. per 1,000	

## PRESSURE-SENSITIVE LABELS FOR ADDRESSING MACHINES



The round center hole shown in the label above is used for feeding the labels accurately in addressing machines and also in automatic labeling machines for applying the labels, including the backing sheet, to mailing pieces.

The Roll Holder shown at right is described and priced on page 4. It holds the roll of 2,000 blank labels, for hand or automatic feeding in addressing machines.



This pressure-sensitive label can be applied at high speed, automatically, to mailing pieces when the label including the backing sheet is applied. Thus, the recipient of the mailing piece can peel off his address label and affix it to the reply card or order form. It is a game that people like to play. The round center hole makes it easy for most automatic labeling machines to affix this label.

Order by stock number.

#### No. 304000 Pressure-Sensitive Label 2,000 per roll (minimum)

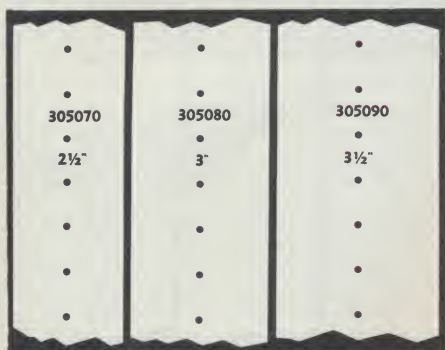
2 to 8M	3.90M	50M to 98M	3.40M
10M to 48M	3.70M	100M and Over	3.20M

Weight—2½ lb. roll of 2,000

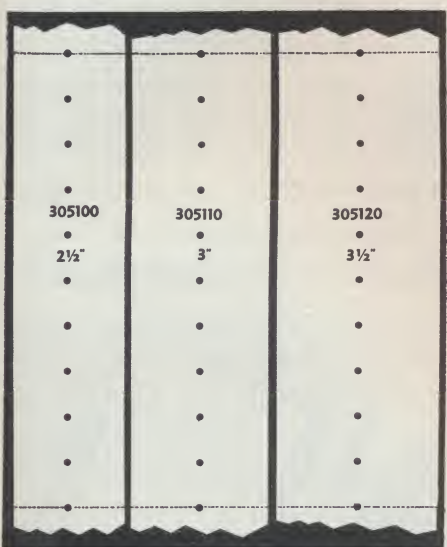




# PRE-PUNCHED MAILER STRIP PAPER IN ROLLS OR FAN-FOLD PACKS



The rolls of punched mailer strip are stocked in the three widths shown above. Each roll has 5,000 labels (plus an extra 50 labels, for a "leader".) The same thing in fan-fold packs is available, shown below, except the packs have 10,000 labels. The packs are perforated every 10" at the fold line. The holes are punched in all items exactly one inch apart.

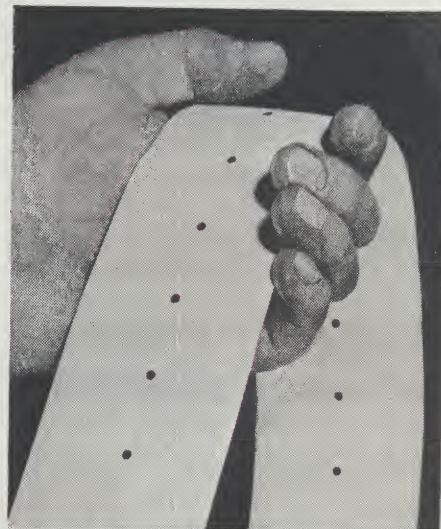


Plain mailer strip paper, not gummed, accurately pre-punched for application by automatic labeling machines, is carried in stock . . . in rolls or fan-fold packs . . . in three widths.

These tapes are widely used in addressing machines for addressing publications and mailing pieces. When lists are maintained in one place and the printing and mailing is done at another location, use of mailer strips is essential.

This paper is not gummed. The labeling machine applies the paste at the time the label is affixed.

An advantage of using the paper in packs instead of in rolls is that the labels may be applied from either end of the list—and roll holders or re-winders are not needed. The automatic labeling machine can use either rolls or packs.



The importance of the round center hole perfectly punched out and spaced at exactly 1" apart cannot be over-stressed, when labels are to be gummed and applied automatically in labeling machines. Depending on what is being addressed, 10,000 labels and more an hour can be gummed, cut and affixed and the labeling machines function from the round center hole. This punching is important and all items listed are precisely punched and spaced.

**SAMPLES  
OF ANY ITEM  
FURNISHED  
FREE ON REQUEST  
SEE PAGE 24**

## ORDER BY STOCK NUMBER

All items are 1' high. Plain, pre-punched paper in rolls, 5,000 labels per roll—roll approximately 5" in diameter. Core has 5/8" i. d.

### PRICE PER 1,000 LABELS

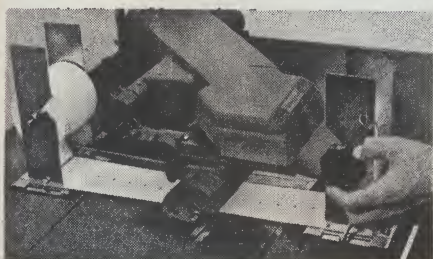
Stock Number	Width	Weight Per Roll	Up to 100M	105M to 200M	205M to 500M	505M to 1000M
305070	2 1/2"	1 1/4 lb.	.63M	.58M	.53M	.48M
305080	3"	1 1/2 lb.	.64M	.59M	.54M	.49M
305090	3 1/2"	1 3/4 lb.	.65M	.60M	.55M	.50M

Plain, pre-punched paper in fan-fold packs, 10,000 Labels per pack.

### PRICE PER 1,000 LABELS

Stock Number	Width	Weight Per Pack	Up to 100M	110M to 200M	210M to 500M	510M to 1000M
305100	2 1/2"	2 3/4 lb.	.63M	.58M	.53M	.48M
305110	3"	3 lb.	.64M	.59M	.54M	.49M
305120	3 1/2"	3 1/2 lb.	.65M	.60M	.55M	.50M

## FEED THESE TAPES, STRIPS AND LABELS AUTOMATICALLY IN ADDRESSING MACHINES, USING THE QUIK-KARD MAILER STRIP FEEDER



By placing the roll of blank mailer strips or labels on one roll holder and, then by using a 2nd roll holder with a re-wind knob, labels can be advanced through the machine by hand. The operator turns the knob, brings up a label, prints it and then brings up another. About 2,000 to 3,000 labels an hour can be addressed in this manner. The devices necessary can be ordered with one stock number.

No. 400900 Feeding Assembly \$27.00  
(Includes 2 #400700 Roll Holders and 1 #400690 Rewind Knob. Specify width of item to be fed.)  
Weight: 4 lbs.

**Or, feed them by hand—semi-automatically—using the simple devices shown at left.**

The mailer strips, not gummed, shown above, the gummed labels shown on page 10, the pressure-sensitive labels shown at the bottom of page 8 and the multiple-part sets shown on page 10 may be fed automatically in addressing machines, using the Quik-Kard Mailer Strip Feeder. This is an attachment for addressing machines and may be used on most makes and models. It is described in detail on pages 12, 13 and 14.

There are some situations, however, when a small quantity of this work is to be done or when a par-

ticular job is done infrequently—once or twice a year. In such cases, the various items mentioned can be fed semi-automatically in addressing machines, using the simple devices shown at left.

This hand-operated feeding arrangement is simple and requires no big investment in equipment. It is easily placed on or taken off the addressing machine. Nothing is fastened or connected. And anyone can do it. These hand feeding devices may be ordered as explained at left.



# PERFORATED, GUMMED LABELS IN ROLLS OR FAN-FOLD PACKS

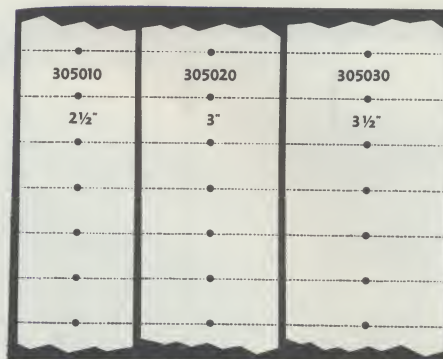
## CENTER HOLE PUNCHED

Gummed labels, in rolls or fan-fold packs, in three widths x 1" are carried in stock for immediate shipment.

These items may be fed automatically in addressing machines, using the feeding attachment described on pages 12, 13 and 14 or, by hand, using the devices shown at bottom of page 9.

The roll labels have "dry" gumming. Gum is not tacky in normal handling and does not curl. Especially desirable when used in humid weather. The fan-fold labels have regular gumming.

These labels may be applied automatically in labeling machines, or by hand.

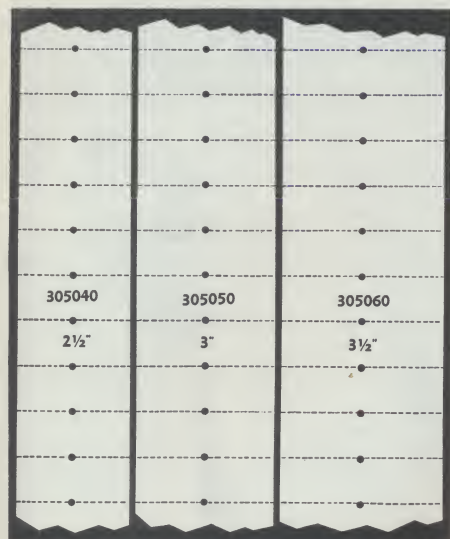


Labels in rolls are available in stock in the three widths shown. There are 5,000 labels per roll, plus an extra 50 as a "leader". "Dry" gumming is used so that labels do not stick to fingers in normal handling. Three widths x 1".

## ORDER BY STOCK NUMBER

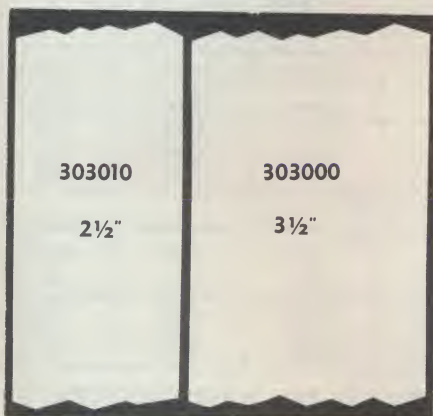
Price per 1,000

All Items are 1" high							All items are 1" high						
Perforated, Gummed Labels in <b>Rolls</b> —Dry Gumming. 5,000 Labels per Roll—Roll approximately 5 1/4" in diameter. Core has 5/8" i. d.							Perforated, Gummed Labels in <b>Fan-Fold Packs</b> Regular Gumming.						
Stock Number	Width	Weight Per Roll	Up to 100M	105M to 200M	205M to 500M	505M to 1000M	Stock Number	Width	Weight Per Pack	Up to 100M	110M to 200M	210M to 500M	510M to 1000M
305010	2 1/2"	1 1/2#	.80M	.75M	.70M	.65M	305040	2 1/2"	3 1/4#	.80M	.75M	.70M	.65M
305020	3"	2#	.82M	.77M	.72M	.67M	305050	3"	3 3/4#	.82M	.77M	.72M	.67M
305030	3 1/2"	2 1/4#	.84M	.79M	.74M	.69M	305060	3 1/2"	4 1/2#	.84M	.79M	.74M	.69M



Labels in fan-fold packs are available in the three widths as shown above. There are 10 labels per layer and 10,000 per box. "Regular" gumming is used. Three widths x 1".

## PLAIN MAILER STRIP PAPER IN ROLLS



Plain White Mailer Strip Paper, 10" rolls, white, is carried in stock for immediate shipment—in two widths, as shown above.

Mailer strip paper can be furnished on special order in various colors, different roll sizes, different core specifications, when at least 100 rolls of any one item is ordered for shipment at one time. If you will let us know what your requirements are for this item, we will be pleased to submit a special quotation. The paper is converted and rolled to order and shipments can generally be made within two or three weeks after receipt of detailed specifications.

Plain, white mailer strip paper, not gummed, perforated or punched, is carried in stock and in two widths as shown at left.

The rolls are 10" in diameter and the inside dimension of the core is 5/8", to fit over a 1/2" rod.

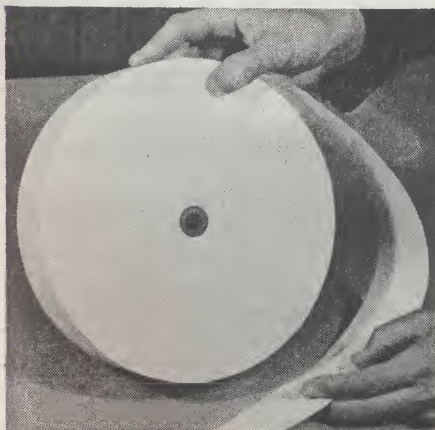
This is soft, porous paper so that it will take gumming in hand-operated labeling machines without problems.

## ORDER BY STOCK NUMBER

6 rolls per case

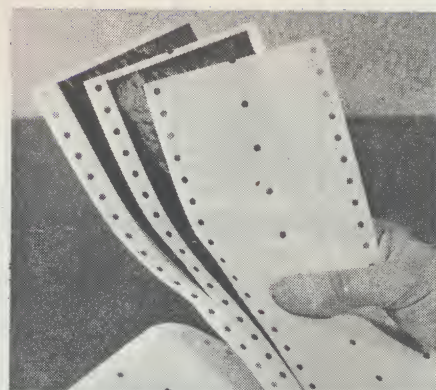
Approximately 22M inches or names and addresses per roll.

Price per roll						
Stock Number	Width	Weight Per Roll	1 to 5 Rolls	6 to 12 Rolls	13 to 30 Rolls	31 to 100 Rolls
303010	2 1/2"	5 1/4#	3.50	3.25	3.00	2.50
303000	3 1/2"	7 1/2#	4.00	3.75	3.50	3.00



Mailer Strip Rolls carried in stock are white, 10" in diameter. The inside dimension of the core is 5/8" to fit over 1/2" rods. Paper is soft and porous to take paste without curling.

MAKE 3 COPIES OF YOUR LIST,  
WITH ONE RUN OF METAL  
PLATES. USE CARBONIZED SETS.



In publishing firms, extra copies of lists are needed for "audit" copies or "vault" copies. Copies are needed for sales and market analysis. Others need extra copies when lists are rented. Used to make extra copies of "Occupant" lists.

These triplicate sets — ungummed, punched mailer strips — can be fed automatically in metal plate addressing machines, using the Feeding Attachment shown on pages 12 and 13. Also used for typing lists. See page 16. The single-width, 3-part ungummed label has item number 112003. The same item, except with each label gummed and perforated, is item number 122003. See page 20 for pricing, packaging and other details.

SAMPLES  
OF ANY ITEM  
FURNISHED  
FREE ON REQUEST  
SEE PAGE 24



# PRESSURE-SENSITIVE LABELS IMPRINTED TO ORDER

## FAST SERVICE — SMALL QUANTITIES

Quite often, you need labels but the quantity is too small to have them printed. Now you can get imprinted labels, as shown here, in small quantities — QUICKLY. We ship orders for these labels the same day we receive the orders.

The labels are imprinted in an addressing machine, using an embossed metal plate.

Only one size is available — white label with black printing. The type style available is shown here.

When you have need, for example, for dozens or hundreds of different labels (but only a few hundred of each), then this is the direct, quick, economical way to get the labels you need.

Used for identifying items, for instruction labels, tape reel labels, box end labels, warnings, address labels, etc.

These are pressure-sensitive labels. They stick, without moistening, to any smooth, clean surface — paper, plastic, wood, metal and other materials.

Your "copy" should be typed, just the way you want it to appear on the labels. There is space for 5 lines of type. If you use the full lines for your message, there are 35 spaces on each line, as shown below. If your message is short enough, you can "double up" and get two on each label. In that case, only 16 spaces are available in each line. **Type** your copy, just the way you want it, with lines centered, copy condensed or abbreviated to fit the available space.

When submitting copy for several different labels, be sure to specify quantity wanted for each. We will rush them to you.

CAUTION: Before removing machine from packing case, first remove 4 screws; 2 on each side of case. near bottom of case. Machine will then lift out easily.

PART NO. : QTY.  
: :  
: :  
DATE : DM NO.

TITLE:.....  
COMPANY:.....  
DATE:.....

(415) 667-4552  
Mr. and Mrs. William P. Jackson  
556 Fenway Street  
Mountain View, California 94040

CAUTION - Electronic Equipment.  
Normal handling during shipment  
will not cause damage. Severe,  
rough handling by the shipper  
can cause damage to occur.

Contents: 1 quart Acetone  
Warning: Flammable and Explosive  
Do not use near heat or flame.  
Avoid inhalation of vapors.  
MACKAY PAINT AND HARDWARE COMPANY

EATON 6/32 x 3/8  
FLAT HEAD  
MACHINE SCREWS  
ZINC PLATED  
QUANTITY:

EATON 6/32 x 3/8  
FLAT HEAD  
MACHINE SCREWS  
ZINC PLATED  
QUANTITY:

THIS  
IS  
A  
MASTER  
TAPE

THIS  
IS  
A  
DUPLICATE  
TAPE

PIANO TRANSPORT  
P. O. BOX 1374  
MT. VIEW, CALIF.  
-327-3411-

PIANO TRANSPORT  
P. O. BOX 1374  
MT. VIEW, CALIF.  
-327-3411-

(415) 334-7667  
Wm. P. Jackson  
556 Fenway  
Mt. View, Calif.  
94040

(415) 334-7667  
Wm. P. Jackson  
556 Fenway  
Mt. View, Calif.  
94040

February Release  
Lot 6  
Job No. 5094

March Release  
Lot 7  
Job No. 5096

Hydraulic Brake  
Wheel Cylinder  
Repair Kit  
No. 61-8  
3608

Hydraulic Brake  
Wheel Cylinder  
Repair Kit  
No. 61-8  
3608

Typical labels are shown above, reduced from actual size. These merely suggest uses and applications for the labels. In the left column, the full size label is used. In the right column, small labels, 16 spaces per line, have been "doubled up". You then cut them down the middle. You get two for the price of one. You may have two small messages alike on the same label or two different messages.

### ALL ORDERS SHIPPED SAME DAY RECEIVED

Type your copy just the way you want it. Check it for accuracy. Eliminate errors. Center lines you want centered. Condense or abbreviate the copy to come within the 5 lines — 35 spaces per line for the full size label and 16 spaces per line if you "double up" two labels in one. Be sure to tell us quantity wanted. If you wish shipment by air mail, tell us so and this will be done.

#### No. 304050 Imprinted Labels

200 (minimum)	\$3.00
300 to 500	1.35 per 100
600 to 1,000	1.25 per 100
1,100 to 5,000	1.15 per 100
Over 5,000	Special quotation

123456789/123456789/123456789/12345  
123456789/123456789/123456789/12345  
123456789/123456789/123456789/12345  
123456789/123456789/123456789/12345  
123456789/123456789/123456789/12345

The full capacity of the label is shown above, in actual size, consisting of 5 lines and 35 letters and spaces in each line. Your copy should be condensed, centered, abbreviated and arranged as you want it, to come within the space available.

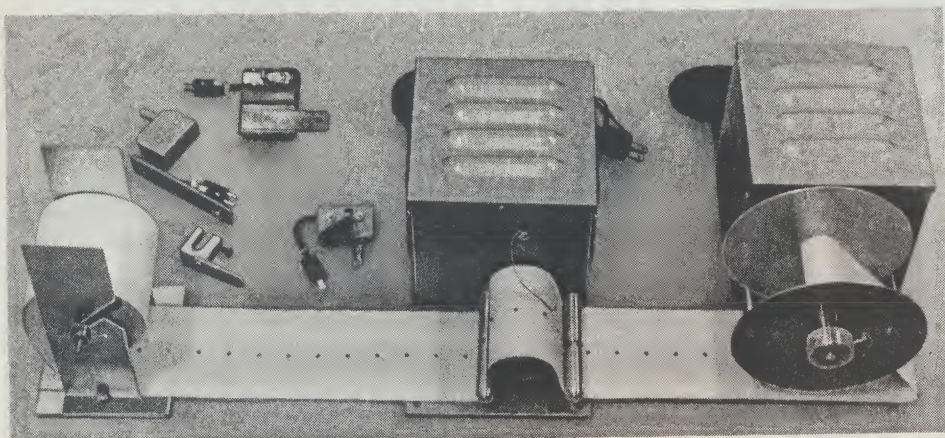
123456789/123456 123456789/123456  
123456789/123456 123456789/123456  
123456789/123456 123456789/123456  
123456789/123456 123456789/123456  
123456789/123456 123456789/123456

You can "double up" if your copy permits it. In that case each half has 5 lines with 16 letters and spaces in each line. Be sure your copy comes within this limit. You receive labels as complete labels and you cut them down the middle, through the center holes, using a pair of scissors.



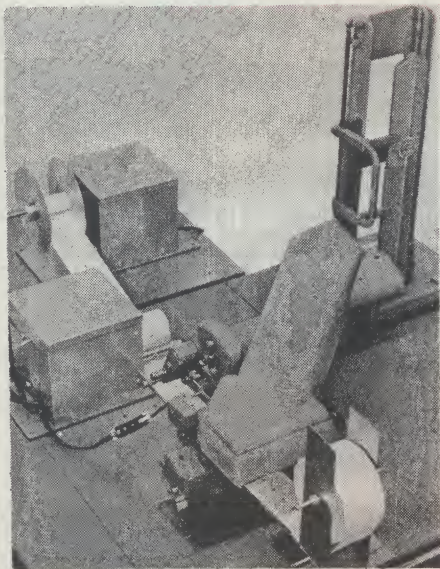
# THE QUIK-KARD MAILER STRIP FEEDER

— AN ATTACHMENT FOR ADDRESSING MACHINES — IS USED ON MANY DIFFERENT MAKES AND MODELS

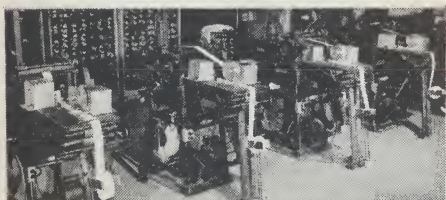


The various components of the Quik-Kard Mailer Strip Feeder are shown above. The Roll Holder, which holds the blank roll of paper, is at left. The Feeder, in the center, feeds with a pin wheel drum and advances the paper from the holes in the paper, bringing up another label each time the addressing machine prints. The electric Re-Winder is shown at right which rolls up the paper after it is addressed. Various types of switches are shown at upper left. A switch is installed in the addressing machine. It is tripped each time the addressing machine prints, signalling the Feeder to bring up another label. When fan-folded paper is used, the Roll Holder and Re-Winder are not needed.

## USED ON ADDRESSOGRAPH MACHINES



Above, the Mailer Strip Feeder is being used on a Class 1900 Addressograph machine, feeding the paper from front of machine to back. By re-arranging the units, the paper can be fed from back of machine to front. Below, 4 feeders are being used on 4 addressing machines to address 500,000 names and addresses weekly, on mailer strips, for mailing a magazine.



The Quik-Kard Mailer Strip Feeder is being used on various models of Addressograph machines, including very old models as well as the very newest.

At left, the Feeder is shown being used on a Class 1900 Addressograph machine. It is also used on Class 4000, 5000, 9100 machines and on old models such as 1700, 2700 and F2.

Many of these addressing machines have feeding attachments for rolls of paper which feed by squeezing the paper under pressure between knurled wheels. When feeding items which are already pre-punched, or perforated, gummed labels or die-cut pressure-sensitive labels, the operator must watch the feeding carefully and stop frequently to re-align the paper, so the names and addresses will go between the holes or the perforations. The Quik Kard Mailer Strip Feeder feeds, however, from holes already in the paper and therefore there is no problem aligning each label in proper printing position for addressing. There is no "creepage". There is no need to stop and re-align the paper.

When feeding triplicate sets of strips, shown on page 10, using the Quik-Kard Mailer Strip Feeder, there is no pressure to make black streaks down the center of the 2nd and 3rd copy, as in the case of feeding devices using knurled wheels under pressure.

Feeds Pre-Punched  
Mailer Strip Paper,  
Perforated, Gummed Labels,  
Pressure-Sensitive Labels,  
Carbon Inter-leaved Sets

WITH PRECISION  
AND ACCURACY

This attachment for addressing machines feeds the pressure-sensitive labels shown on page 8, the pre-punched mailer strips on page 9, the perforated, gummed labels on page 10 and the triplicate sets with carbon inter-leaved shown on page 10.

It is being used on Speedamat machines, Elliott addressing machines, Addressograph machines (various models) and on Pitney-Bowes addressing machines.

Because it spaces from holes already in the paper, it spaces with precision and accuracy. There is no "creepage", no gain or loss as the paper is advanced, whether for a short run or a long run.

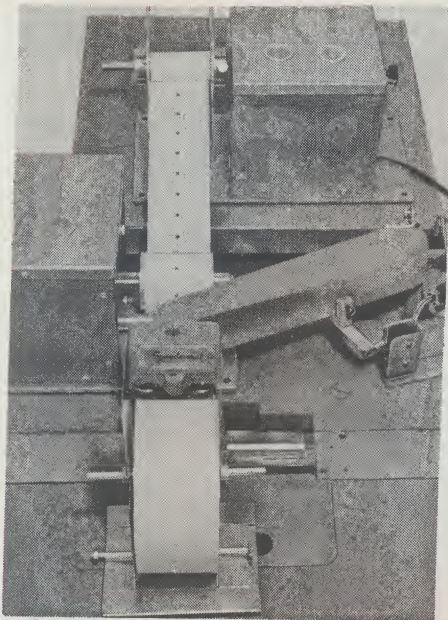
Paper in rolls may be used or paper in fan-fold packs may be used. When used in packs, no roll holder is needed and the re-winding operation is eliminated as the paper falls back into a pack after being addressed. With packs, labels can be used and applied from either end of the pack.

The attachment is made up of various components and these are used in various ways on different machines. Tapes may be fed from front of the machine to the back — or from back to front, thus reversing the order of a list.

The electric re-winder is also used on other machines — to wind up tapes coming out of tabulating machines, computers and some photocopy machines. It is even used to wind up tapes coming from typewriters.

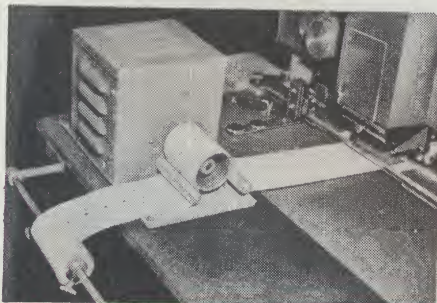


# USED ON VARIOUS MODELS OF ADDRESSOGRAPH, ELLIOTT, SPEEDAUMAT, PITNEY-BOWES AND OTHER ADDRESSING MACHINES



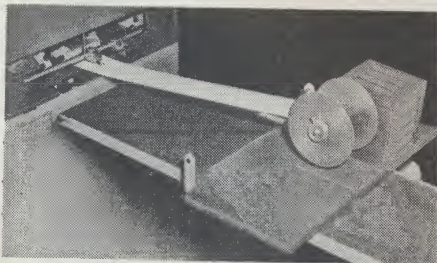
## SPEEDAUMAT

The Feeder is shown above being used on a Class 2600 Speedamat addressing machine, feeding the paper from the front of the machine to the back. The components may be re-arranged on the machine to feed from the back to front, thus reversing the order of the names on the tape. The switch which trips the Feeder is shown at center right and a close-up of this also appears on page 14



## MODEL 7000 ELLIOTT

Above, the Feeder is shown being used on a Model 7000 Elliott addressing machine. The standard roll holder on the machine was used to hold the blank roll of paper. The Feeder is in front of the printing arm. Below, the Re-Winder is shown at the rear of the model 7000 as it winds up the paper after it has been addressed.



On this page, the Quik-Kard Mailer Strip Feeder is shown being used on different makes and models of addressing machines.

Because the attachment is made up of various components, it may be used on practically any addressing machine in which the plate or stencil is not moving while it is being printed.

The various components are as follows:

<b>No. 211710 Mailer Strip Feeder</b>	
Weight: 15 lbs.	\$295.00
<b>No. 212870 Electric Re-Winder</b>	
Weight: 13 lbs.	175.00
<b>No. 400700 Roll Holder</b>	
Weight: 1 3/4 lbs.	12.00
<b>No. 211600 Special Top Plate</b>	
See page 14. Weight: 3 3/4 lbs.	12.00
<b>No. 211660 Tension Guide</b>	
See page 14. Weight: 1/2 lb.	5.00

Various switch arrangements are available for use in different makes and models of machines. Three popular arrangements are:

<b>No. 400330 Switch Assembly for Class 1900, 2000, 4000 and 5000 Addressograph</b>	25.00
<b>No. 400300 Switch Assembly with trip lever for Class 2600 Speedamat</b>	25.00
<b>No. 400300 Switch Assembly with adjustable trip arm for Elliott and Pitney-Bowes machines</b>	25.00

Average Switch arrangement weighs 1 lb.

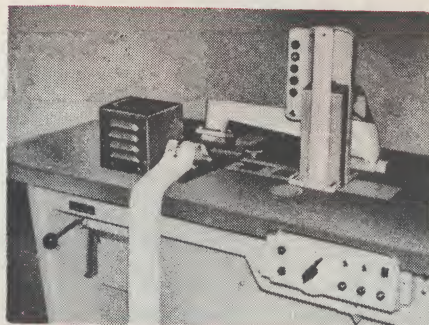
Complete installations may be ordered with one stock number as follows:

When paper in rolls is to be used:

<b>No. 211711 Complete assembly including Feeder, Re-Winder, Roll Holder and Switch (Specify make and model number of addressing machine on which it will be used and item to be fed)</b>	Weight: 31 lbs.	\$507.00
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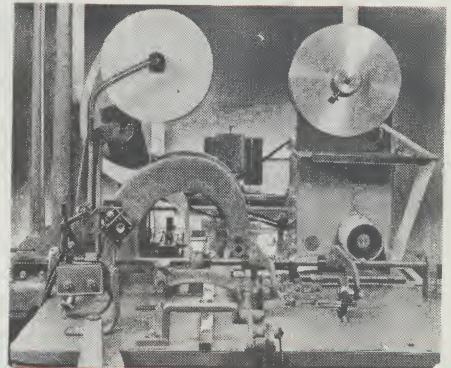
When paper in fan-fold packs is to be used:

<b>No. 211712 Complete assembly including Feeder, Switch and Tension Guide (Specify make and model number of addressing machine on which it will be used and item to be fed)</b>	Weight: 17 lbs.	\$325.00
--	-----------------	----------



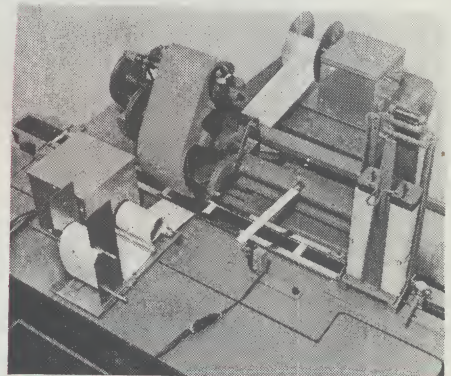
## PITNEY-BOWES

The Feeding attachment is shown above being used on a Pitney-Bowes Addresser-Printer. In this installation, paper in packs was used and the Roll Holder and Re-Winder were not needed. Rolls, of course, may be used if desired. This type of machine is also known throughout Europe as ADREMA and in England, Canada and Australia as BRADMA. The Quik-Kard Mailer Strip Feeder functions with any of them.



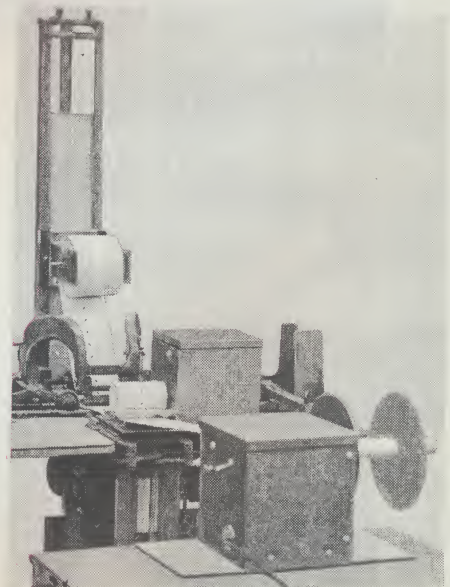
## MODEL 4400 ELLIOTT

Above, the Feeder is shown being used on a Model 4400 Elliott machine. In this installation, a special roll holder was provided to accommodate extra large rolls of paper. Also, the Re-Winder was mounted on top of the Feeder. A close-up of the switch installation on this machine is shown on page 14.



## MODEL 300 ELLIOTT

The Feeding attachment is readily installed on the Elliott models in which stencils travel from right to left, as in the Model 300 shown above. Paper may travel in either direction. The switch and trip arm for this installation are seen between the printing head and the stencil hopper. A close-up of this appears on page 14. The Feeder is shown below on a very old model of Elliott machine.





## A SWITCH IS INSTALLED IN THE ADDRESSING MACHINE TO "TRIP" THE QUIK-KARD MAILER STRIP FEEDER

### *Different switch arrangements for various makes and models of addressing machines*

There are as many different ways to install the switch in the addressing machine as there are people who do it.

The object, merely, is for the printing action of the machine to trip the switch immediately before the printing arm or platen restores to neutral. This sends an electrical signal to the Feeder and causes it to advance the next label.

At top left, the switch and trip arm for the Class 2600 Speedamat may be seen.

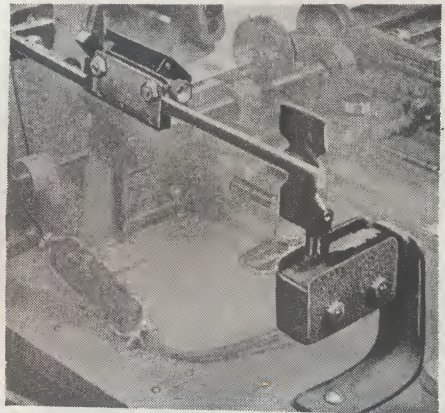
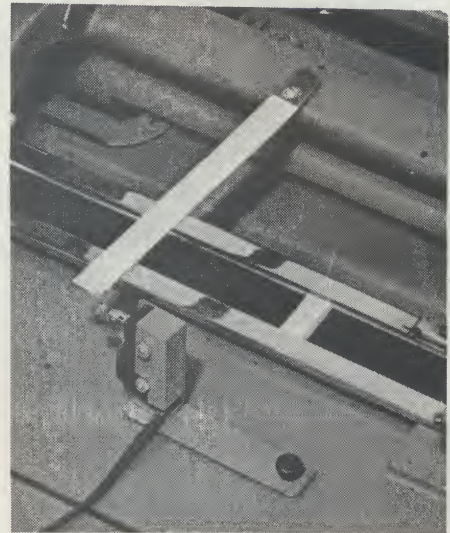
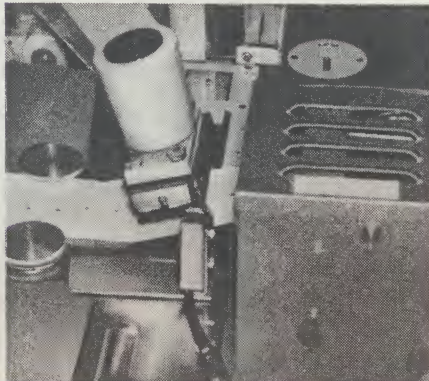
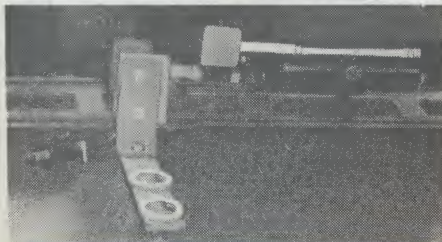
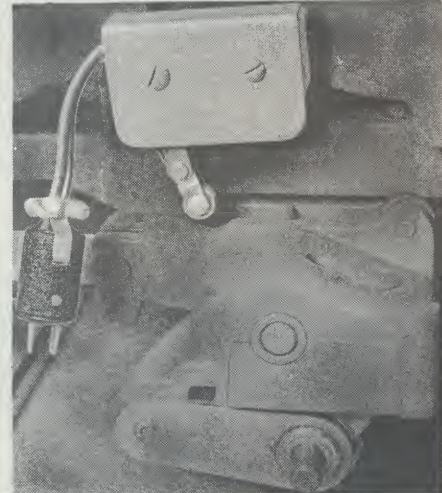
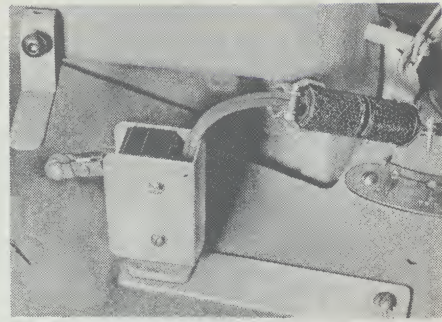
At center left, the switch is shown installed on a Class 1900 Addressograph machine. Movement of the platen carriage trips the switch.

At lower left, the switch and trip arm are shown on the Model 7000 Elliott.

Directly below, a trip arm fastened to the platen head of a Pitney-Bowes machine trips the switch which may be seen directly to the left of the Feeder.

At upper right, the trip arm and switch for the Model 300 Elliott may be seen.

At lower right, the trip arm and switch being used on a Model 4400 Elliott are illustrated.



## TWO OPTIONAL AND EXTRA ITEMS FOR THE QUIK-KARD FEEDER

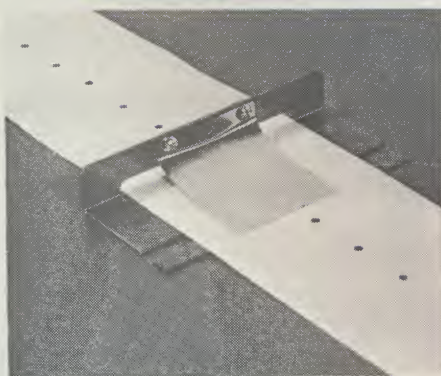
### *Useful and Helpful in Certain Installations*

The two items shown at left and right are not always needed when installing the Quik-Kard Mailer Strip Feeder.

In some installations, however, these items facilitate the installation.

In some machines, it may be necessary or desirable to place the Re-Winder directly on top of the Feeder, as was done on the Model 4400 Elliott shown at top right of page 13. In other cases, the Roll Holder is placed on top of the Feeder, as shown in illustration at right. To help with this, a special top plate is available. This goes on top of the Feeder in place of the standard cap or cover and provides a flat, large surface on which other items may rest or to which they may be fastened.

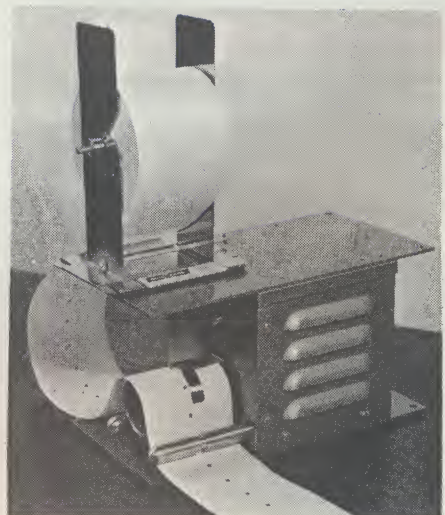
No. 211600 Special Top Plate \$12.00  
Weight: 3¼ lb.



The Tension Guide shown above is useful and helpful in some installations. It is fastened to the table top of the addressing machine, either in front of or to the rear of the printing area. The paper travels through it and slight pressure is placed against the paper, keeping the paper steady and in alignment.

No. 211660 Tension Guide \$5.00  
Weight: ½ lb.

When using fan-folded paper in flat packs or on those occasions when BOTH the Feeder and Re-Winder are placed in front of or to the rear of the printing area, the pressure guide shown at left is helpful and useful. The paper travels through it and a slight pressure is placed against the paper which keeps the paper taut and in alignment as it travels along.





# COMP-U-TAB LABELS ARE ADDRESS LABELS FOR TABULATOR OR COMPUTER PRINT-OUT

28 DIFFERENT ITEMS CARRIED IN STOCK FOR IMMEDIATE SHIPMENT  
PLAIN PAPER NOT GUMMED • GUMMED PAPER • PRESSURE-SENSITIVE LABELS



1" x 3" Label shown here actual size  
Plain paper, not gummed  
#110001 — 1 column wide  
#110002 — 2 columns wide  
#110004 — 4 columns wide

## PLAIN, UN-GUMMED LABELS

The Comp-U-Tab labels shown on this page are made on plain, un-gummed paper. Automatic labeling machines apply these labels. These machines cut the labels horizontally and vertically into single labels 1" x 3". The machines apply paste to the labels and affix the labels at high speed to envelopes, folded circulars, newspapers, magazines and other pieces to be mailed.

The strips of labels are perforated vertically but not horizontally, except every 10" at the fold line. The marginal feed strip is perforated for easy removal.

Additional details concerning sheet sizes, number of labels per box and prices in various quantities will be found in the complete price list on page 20.

## LARGER LABEL FOR BIG-TYPE PRINT-OUT IN TAB MACHINE

When names and addresses are printed out by tab machines using big type, a larger label is needed. Two items for this purpose are carried in stock. One is #112001, un-gummed, and the other is #122001, gummed labels.

These items are 1" x 3 3/4" and are the same as item #110001, shown above, and #120001 shown on page 16, except that the labels are 1" x 3 3/4" instead of 1" x 3". Additional details and prices will be found on page 20.

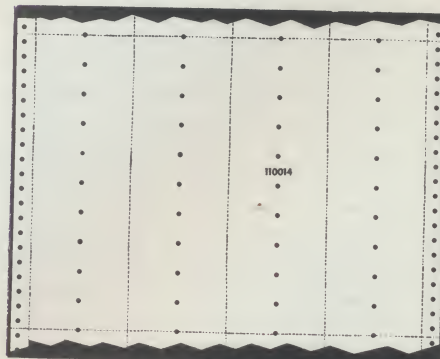
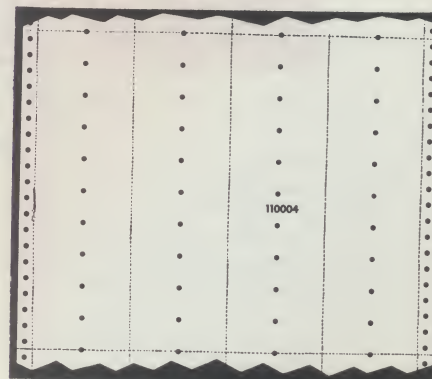
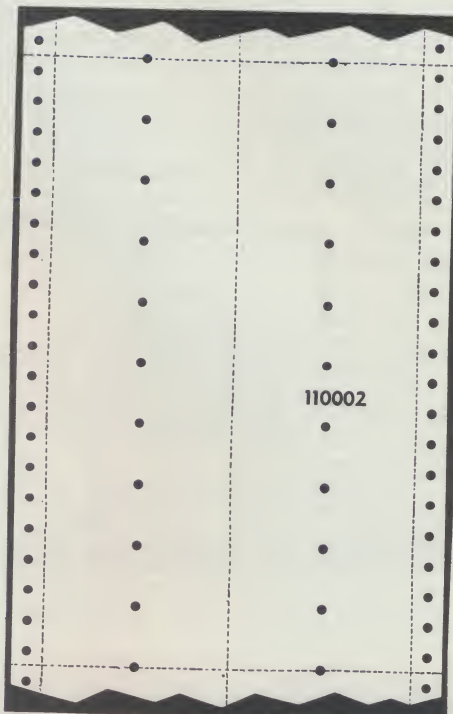
## SPECIAL LARGER SIZE FOR 132-CHARACTER PRINTERS

Shown below, in actual size, is a label 1" x 3.4". This is available four columns wide as shown at lower right. The specifications for this label are the same as for the 1" x 3" labels except the label is slightly larger. This size is available only in sheets with labels four columns wide. Sheet size and other details are given in the complete price list on page 20.

1" x 3.4" Label shown here  
in actual size  
Plain paper, not gummed  
#110014 — 4 columns wide  
For 132 Character Printers

### NOTE

All Comp-U-Tab Labels with marginal feed are designed for use in tabulating machines, computer print-out machines and OTHER business machines using tractor feed or pinwheel feeding devices. All items have marginal feed holes 1/2" apart, center to center, on a 1/2" inch marginal strip on each side of the sheet.





# COMP-U-TAB GUMMED LABELS

The labels shown on this page are the same as those shown on page 15 **except** these are gummed and every label is perforated both vertically and horizontally. These labels may be applied by automatic machine or by hand.

Sometimes, when a list is printed out, it is not known in advance just **how** the labels will be applied. The labels may be printed out in one section of the country and be shipped to another area where they will be applied and it is not known **HOW** they will be applied. With these labels, it doesn't matter whether they are to be applied by hand or automatically by machine, because each label is individually perforated and gummed.

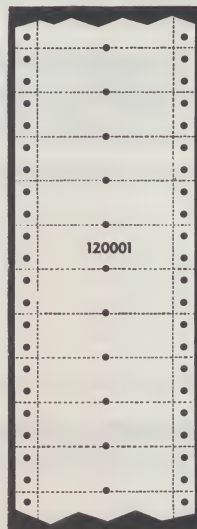
Labels size 1" x 3" are available:

- No. 120001 1 column wide
- No. 120002 2 columns wide
- No. 120004 4 columns wide

A larger label, for 132-character printers, is 1" x 3.4" and is available only in 4 columns wide.

- No. 120014 4 columns wide

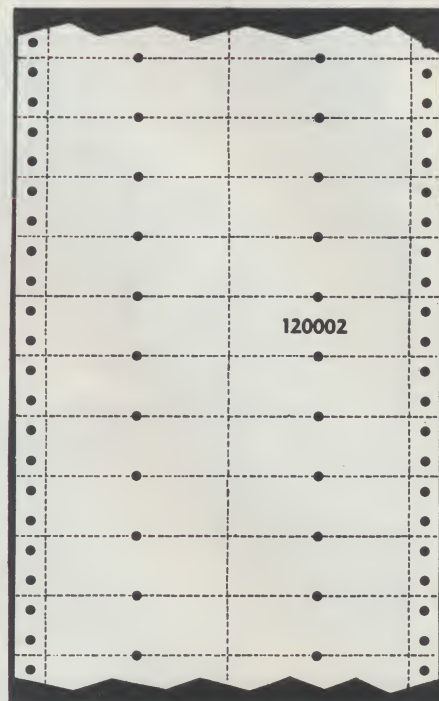
Two other items, for use when names and addresses are printed out with big type in tab machines, are also available. These labels are 1" x 3 3/4", un-gummed



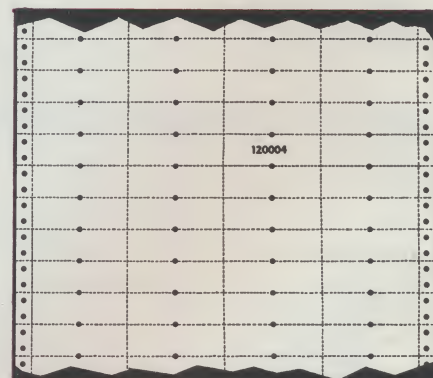
#120001 Label — 1" x 3" Gummed  
One-column wide

or gummed. See page 15 for additional information. Refer to items 112001 and 122001.

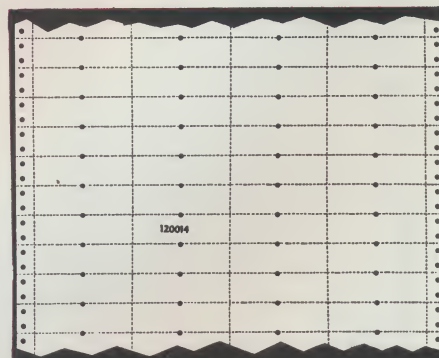
Additional details about sheet sizes, quantity packed per box and prices in various quantities are given in the complete price list on page 20.



#120002 Label — 1" x 3" Gummed  
Two-columns wide



#120004 Label — 1" x 3" Gummed  
Four-columns wide



#120014 Label — 1" x 3.4" Gummed  
Four-columns wide

## IF YOU TYPE LABELS, CONSIDER THIS —

Large lists are sometimes typed directly from directories or other source records because the list is only going to be used **ONCE** and nothing is gained by setting up punched cards, masters, plates or stencils. When lists are **COMPILED** by mailing list houses, they are **TYPED**.

By using the single width Comp-U-Tab labels, or the labels shown on page 10, which are in continuous, fan-fold packs, the typing flows smoothly. Note particularly item #112003 on page 10 which is a punched mailer strip in triplicate form, carbon-interleaved. This is also available as gummed labels, item #122003. See also the continuous file cards on page 18.

With **packs** of labels, no roll holder is needed. No need to re-wind the typed labels into rolls. The typed labels may be used or applied by

machine from the beginning or the ending of a pack.

Fan-Fold pack labels go through the typewriter continuously, without stopping to insert or remove sheets. They travel from a pack in back of the typewriter, through the typewriter and out the back where they fall back into a pack. The movement of typewriter carriages in the typing process will not get pack labels out of alignment in the typewriter so much, as happens when rolls are used.

The labels may be plain paper, not gummed, if they are to be applied automatically or on gummed paper, for hand or automatic application, or on pressure-sensitive. These are all available in single widths, in continuous fan-fold packs.

If you are typing lists and struggling with rolls or sheets, try something new and better. Try packs.



# COMP-U-TAB PRESSURE-SENSITIVE LABELS

FOUR SIZES OF LABELS — NINE ITEMS — IN STOCK

For Computer and Tabulator print-out, the pressure-sensitive labels shown on this page are widely used.

For addressing purposes, the four sizes reproduced in actual size take care of the majority of requirements. By using a standardized label of this kind, available from stock, instead of having something "especially-made" you can get quick delivery, reduce your inventory, save money.

The label stock is designed to take printing without smudging. Permanent adhesive is used for positive affixing.

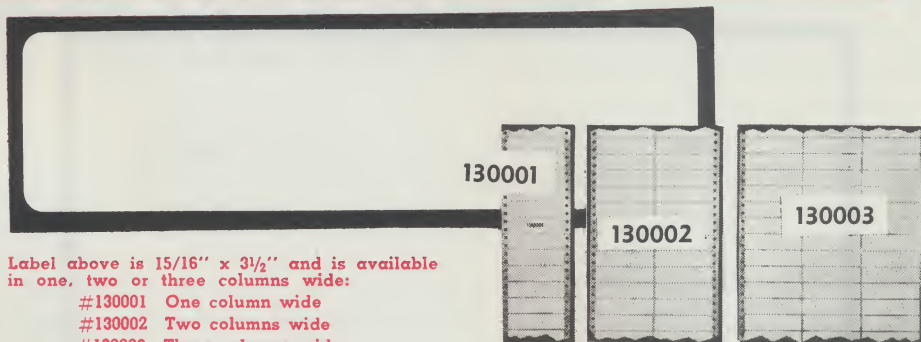
These labels have other uses, in addition to the job of addressing lists. They are used for inventory control, carton contents, box end labels, shelf and bin labels, file folder labeling, tape reel identification, data changing on permanent records, account ledger labels, parts identification, student registration, class scheduling, test scoring. They have as many uses as the user has imagination.

Additional details regarding sheet sizes, quantity packed per box and prices in various quantities will be found on page 20.

Keep in mind that pressure-sensitive labels have a "shelf-life." You are sometimes better off to buy in smaller quantities, pay a little more, get more frequent shipments, avoid obsolescence. Freshly made labels of this kind function better in machines—reduce tab or computer down time.

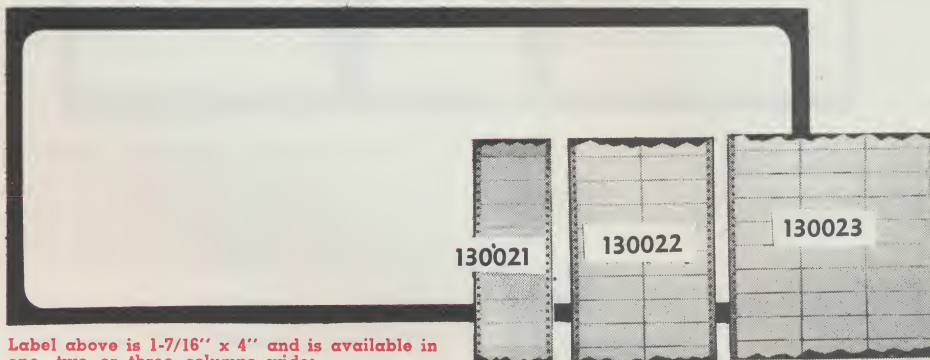


Each label is individually die-cut, with precision and accuracy, as shown in the close-up above. Labels peel from the backing sheet and stick securely to any clean, smooth, oil-free surface—paper, metal, plastic, glass and other materials. No moistening needed. They stick by pressing them on.



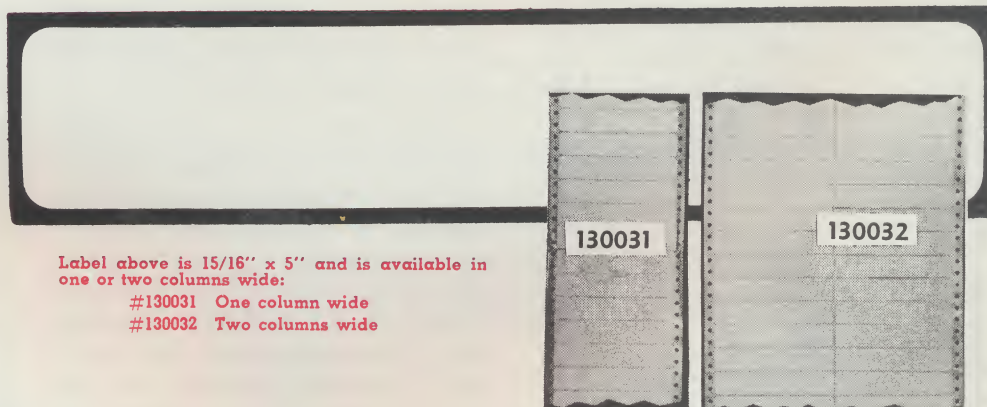
Label above is 15/16" x 3 1/2" and is available in one, two or three columns wide:

- #130001 One column wide
- #130002 Two columns wide
- #130003 Three columns wide



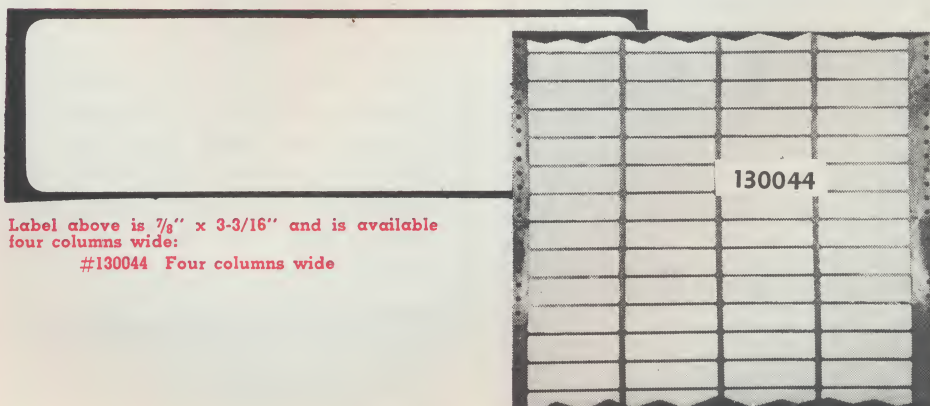
Label above is 1-7/16" x 4" and is available in one, two or three columns wide:

- #130021 One column wide
- #130022 Two columns wide
- #130023 Three columns wide



Label above is 15/16" x 5" and is available in one or two columns wide:

- #130031 One column wide
- #130032 Two columns wide



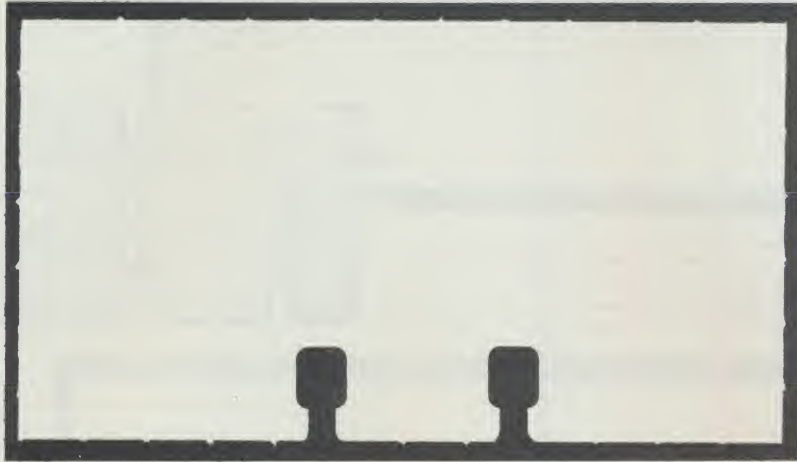
Label above is 7/8" x 3-3/16" and is available four columns wide:

- #130044 Four columns wide



# TWO USEFUL ITEMS FOR HARD-COPY PRINT-OUT

3 x 5 FILE CARDS AND ROTARY FILE CARDS — CONTINUOUS, MARGINAL FEED



The Rotary File Card, No. 142364, is shown above in actual size which is 2 3/16" x 4". Each card is notched for hanging in rotary files.

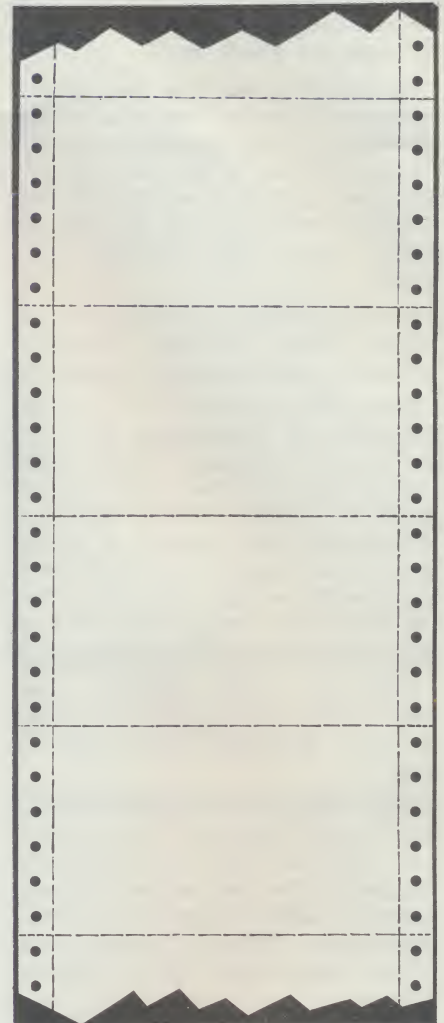
For making hard copy print-out from tabulating machines or computers, the two items on this page have many practical purposes.

These items are on 8 pt. card stock, in continuous, perforated form, with marginal feed.

One is the widely-used 3 x 5 file card, shown in reduced size at the right. The other is the rotary file card shown above in actual size and to the left in reduced size.

These items can be used for sending copies of credit files to branch offices or branch stores; for sending inquiries to salesmen and distributors; for sending copies of mailing lists to salesmen for follow up and correction; for student registration and class-room records; for alumni lists by year of graduation; for lists of registered voters to precincts; for lists of employers to local employment offices; for lists of auto club members to local offices; for lists of policy holders to branch offices; for inventory control; for reference lists of parts and parts price lists; for lists of salesmen, distributors and dealers for the use of sales managers. How can **you** use these items?

Additional details about the cards, how packed and prices in various quantities will be found on page 20.



The 3 x 5 file cards No. 140035, are furnished 2,000 cards per pack. 4 cards per 12" layer in each pack. Special perforation was designed so that cards snap out of the carrier and have edges unusually clean. Cards may be detached with bursting machine or, when distributed to various points, they are generally detached by hand at the point of use.

**USED IN ADDRESSING  
MACHINES, TOO—  
AND TYPEWRITERS**

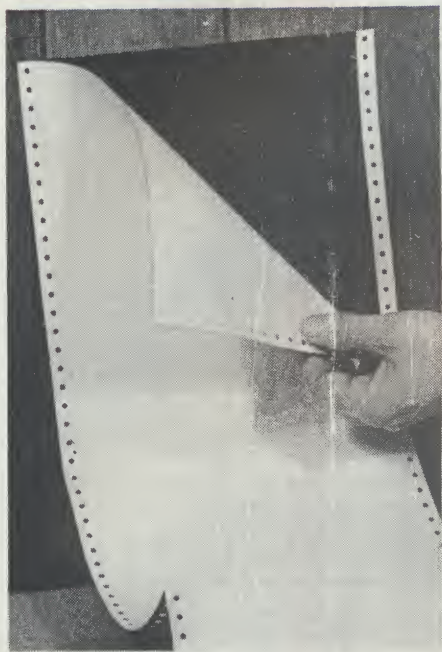
The cards shown here may be fed by hand and imprinted in most addressing machines. Those addressing machines equipped with marginal feed attachments can be used to feed the cards automatically. When **typing** quantities of cards of this size, the continuous cards will flow through the typewriter much faster than when inserting and removing individual, cut cards.



# AN EXCELLENT, ECONOMICAL WAY TO MAKE **LOTS OF COPIES**

*from a single-copy print-out*

## USE THESE SPIRIT DUPLICATOR, HECTO- CARBON MASTER SETS



These continuous forms come in "sets"—an original sheet and a carbon sheet. Print-out on the original produces a reverse image on the back of the original which creates a duplicating machine "master." See price list on Page 20 for list of sizes, how packed and prices in various quantities.

When you need additional copies to send to executives, departments, branches and others, here is a simple, direct, economical way to get the extra copies you need.

By making a single print-out, using the spirit duplicator, hecto-carbon master sets shown at left, you produce a "master" which can then be used to reproduce up to 300 additional copies in any spirit duplicating machine.

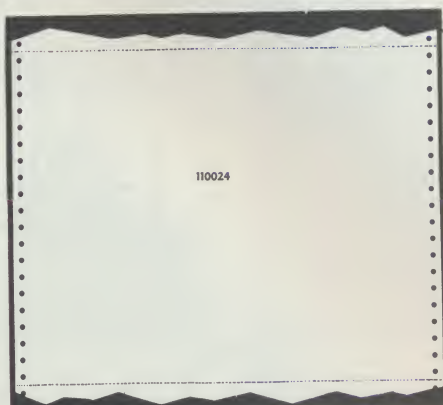
The print-out on the original produces a carbon image, in reverse, on the back of the original which will then reproduce itself. The continuous form is torn into sheets and each sheet becomes a duplicating machine master. Four sizes are available. See price list on Page 20.

The number of copies that can be made from one master depends on the duplicating machine—amount of imprinting pressure, amount of fluid flow, kind of paper used. Electrically-operated duplicating machines of this kind will turn out 5,000 or more copies per hour. To make 300 copies from one master would take only about 3 or 4 minutes.

The original sheet is a 50# coated master sheet. The carbon is medium run supercoated purple hectograph carbon. The original and carbon sheets are pasted together at one marginal feed strip, which is perforated for easy separation. The other marginal strips are "open" and not pasted together and are not perforated. There are 1,000 sheets or "masters" in each box, perforated horizontally between each sheet or master, at the fold line.

These continuous form "masters" are carried in stock in four sizes. See price list on Page 20.

## **SINGLE-COPY TRANSCRIPT SHEETS HAVE MANY USES AND CAN ALSO BE USED FOR ADDRESSING LISTS**



When only a single copy print-out is needed, the sheets shown at left have many uses. They are available from stock in two sizes:

**#110024 for 120 character printers**  
**#110034 for 132 character printers**

The only holes in the sheets are for the marginal feed. The only perforations are horizontally at the fold line—every 10 inches. The marginal strip is not perforated vertically.

When names and addresses are printed out on these sheets, in four columns, 10 names per column, spaced 1" apart, this sheet can then be used in certain automatic labeling machines. The labeling machine cuts the sheet into 40 individual labels, applies paste, affixes the labels to mailing pieces.

See price list on Page 20 for additional details, sheet sizes, how packed and prices in various quantities.



# PRICE LIST — ALL COMP-U-TAB ITEMS

PRICE PER 1,000 AND/OR BOX

ITEMS 110001 THROUGH 122003 MAY BE COMBINED  
IN ONE SHIPMENT FOR QUANTITY PRICING

UN-GUMMED, PLAIN COMP-U-TAB LABELS. SEE PAGES 10 AND 15.

ITEM NO.	DESCRIPTION	COLUMNS WIDE	NO. LABELS OR SHEETS PER BOX	SHEET SIZE NOTE	WEIGHT PER BOX OR PACK	10M	20M	40M	50M	100M	200M	400M	500M	800M	1000M	2000M
110001	1" x 3" Un-Gummed Label	1	10,000	10" x 4"	4#	3.60 Bx .36 M			3.25 Bx .25 M	2.85 Bx .285 M	2.55 Bx .255 M		2.20 Bx .22 M		2.05 Bx .205 M	
110002	1" x 3" Un-Gummed Label	2	20,000	10" x 4"	6-1/2#		5.65 Bx .565 M			5.20 Bx .52 M	4.75 Bx .475 M	4.35 Bx .435 M			3.70 Bx .37 M	
110004	1" x 3" Un-Gummed Label For 120 Character Printers	4	40,000	10" x 13"	12-1/2#			11.10 Bx .2775 M			10.15 Bx .2537 M	9.15 Bx .2287 M		8.40 Bx .21 M		7.20 Bx .18 M
110014	1" x 3-1/4" Un-Gummed Label For 132 Character Printers	4	40,000	10" x 14-7/8"	15-1/2#			12.45 Bx .3112 M			11.25 Bx .2812 M	10.35 Bx .2597 M		9.50 Bx .2362 M		8.10 Bx .2025 M
112001	1" x 3-3/4" Un-Gummed Label For Big-Type Tab Print-Out	1	10,000	10" x 4-3/4"	5#	6.51 Bx .651 M			6.30 Bx .63 M	6.00 Bx .60 M	5.50 Bx .55 M		5.00 Bx .50 M		4.50 Bx .45 M	
112003	1" x 3" 3-Part Un-Gummed Carbon Inter-Leaved Labels. See Note.	1	11,000 Trip Labels	11" x 4"	15#	(11M) 18.00 Bx			16.00 Bx 12.75 Bx	(110M) 13.50 Bx	(220M) 13.25 Bx		(550M) 12.75 Bx		(1100M) 12.25 Bx	

ITEMS 110001 THROUGH 122003 MAY BE COMBINED  
IN ONE SHIPMENT FOR QUANTITY PRICING

UN-GUMMED, PLAIN COMP-U-TAB TRANSCRIPT SHEETS. SEE PAGE 19.

ITEM NO.	DESCRIPTION	COLUMNS WIDE	NO. LABELS OR SHEETS PER BOX	SHEET SIZE NOTE	WEIGHT PER BOX OR PACK	10M	20M	40M	50M	100M	200M	400M	500M	800M	1000M	2000M
110024	Plain Un-Gummed Transcript Sheets for 120 Char. Printer	1 or 4	1,000 SH 40,000 L	10" x 13"	12-1/2#			11.10 Bx .2775 M			10.15 Bx .2537 M	9.15 Bx .2287 M		8.40 Bx .21 M		7.20 Bx .18 M
110034	Plain Un-Gummed Transcript Sheets for 132 Char. Printer	1 or 4	1,000 SH 40,000 L	10" x 14-7/8"	15-1/2#			12.45 Bx .3112 M			11.40 Bx .2812 M	10.35 Bx .2597 M		9.45 Bx .2362 M		8.10 Bx .2025 M

ITEMS 110001 THROUGH 122003 MAY BE COMBINED  
IN ONE SHIPMENT FOR QUANTITY PRICING

GUMMED, COMP-U-TAB LABELS. SEE PAGE 16.

ITEM NO.	DESCRIPTION	COLUMNS WIDE	NO. LABELS OR SHEETS PER BOX	SHEET SIZE NOTE	WEIGHT PER BOX OR PACK	10M	20M	40M	50M	100M	200M	400M	500M	800M	1000M	2000M
120001	1" x 3" Gummed Label	1	10,000	10" x 4"	5#	8.40 Bx .84 M			7.65 Bx .765 M	6.90 Bx .69 M	6.30 Bx .63 M		5.40 Bx .54 M		5.10 Bx .51 M	
120002	1" x 3" Gummed Label	2	20,000	10" x 7"	9-1/2#		15.00 Bx .75 M			13.80 Bx .69 M	12.60 Bx .63 M	11.70 Bx .585 M			10.20 Bx .51 M	
120004	1" x 3" Gummed Label For 120 Character Printers	4	40,000	10" x 13"	16-1/2#			27.60 Bx .69 M			25.20 Bx .57 M	22.80 Bx .52 M		21.00 Bx .54 M		18.00 Bx .45 M
120014	1" x 3-1/4" Gummed Label For 132 Character Printers	4	40,000	10" x 14-7/8"	18-3/4#			28.20 Bx .705 M			25.80 Bx .645 M	23.40 Bx .585 M		21.60 Bx .54 M		18.60 Bx .465 M
122001	1" x 3-3/4" Gummed Label For Big-Type Tab Print-Out	1	10,000	10" x 4-3/4"	6-1/2#	8.20 Bx .82 M			8.00 Bx .80 M	7.70 Bx .77 M	7.20 Bx .72 M		6.70 Bx .67 M		6.20 Bx .62 M	
122003	1" x 3" 3-Part Gummed Carbon Interleaved Labels. See Note.	1	11,000 Trip Labels	11" x 4"	18#	(11M) 24.00 Bx			(55M) 22.00 Bx	(110M) 20.00 Bx	(220M) 19.50 Bx		(550M) 19.00 Bx		(1100M) 18.50 Bx	

ITEMS 130001 THROUGH 130044 MAY BE COMBINED  
IN ONE SHIPMENT FOR QUANTITY PRICING

COMP-U-TAB PRESSURE-SENSITIVE LABELS. SEE PAGE 17.

ITEM NO.	DESCRIPTION	COLUMNS WIDE	NO. LABELS OR SHEETS PER BOX	SHEET SIZE NOTE	WEIGHT PER BOX OR PACK	5 M	10M	15M	20M	25M	30M	40M	50M	60M	100M	120M
130001	15/16" x 3-1/2" Pressure-Sensitive Label	1	5,000	12" x 4-1/4"	5-1/4#	29.60 Bx 5.92 M	25.50 Bx 5.10 M		21.50 Bx 4.30 M			20.75 Bx 4.15 M			20.00 Bx 4.00 M	
130002	15/16" x 3-1/2" Pressure-Sensitive Label	2	10,000	12" x 7-13/16"	11#		51.00 Bx 5.10 M				43.00 Bx 4.30 M			41.50 Bx 4.15 M	40.00 Bx 4.00 M	
130003	15/16" x 3-1/2" Pressure-Sensitive Label	3	15,000	12" x 11-3/8"	16-3/4#			76.50 Bx 5.10 M			64.50 Bx 4.30 M			62.25 Bx 4.15 M	60.00 Bx 4.00 M	
130021	1-7/16" x 4" Pressure-Sensitive Label	1	5,000	12" x 4-3/4"	9-1/4#	43.00 Bx 8.60 M	36.50 Bx 7.30 M		32.25 Bx 6.45 M			31.75 Bx 6.35 M			31.00 Bx 6.20 M	
130022	1-7/16" x 4" Pressure-Sensitive Label	2	10,000	12" x 8-13/16"	18-3/4#	73.00 Bx 7.30 M	73.00 Bx 7.30 M				64.50 Bx 6.45 M			63.50 Bx 6.35 M	62.00 Bx 6.20 M	
130023	1-7/16" x 4" Pressure-Sensitive Label	3	15,000	12" x 12-7/8"	28-1/2#			109.50 Bx 7.30 M			96.75 Bx 6.45 M			95.25 Bx 6.35 M	93.00 Bx 6.20 M	
130031	15/16" x 5" Pressure-Sensitive Label	1	5,000	12" x 5-3/4"	8#	37.00 Bx 7.40 M	30.50 Bx 6.10 M		26.50 Bx 5.30 M			26.00 Bx 5.20 M			25.50 Bx 5.10 M	
130032	15/16" x 5" Pressure-Sensitive Label	2	10,000	12" x 10-13/16"	14-1/2#	61.00 Bx 6.10 M	61.00 Bx 6.10 M				53.00 Bx 5.30 M			52.00 Bx 5.20 M	51.00 Bx 5.10 M	
130044	7/8" x 3-1/8" Pressure-Sensitive Label	4	20,000	12" x 14-7/8"	18-1/2#			98.00 Bx 4.90 M				94.00 Bx 4.70 M			92.00 Bx 4.50 M	

ITEMS 140035 AND 142364 OR ITEMS 150050 THROUGH 150080 MAY  
BE COMBINED IN ONE SHIPMENT FOR QUANTITY PRICING

COMP-U-TAB FILE CARDS AND SPIRIT MASTER SETS. SEE PAGES 18 AND 19.

ITEM NO.	DESCRIPTION	COLUMNS WIDE	NO. LABELS OR SHEETS PER BOX	SHEET SIZE NOTE	WEIGHT PER BOX OR PACK	1 M	2 M	3 M	4 M	5 M	10M	26M	50M	100M
140035	3" x 5" File Card	1	2,000	12" x 6"	8#									
142364	2-3/16" x 4" Rotary File Card	1	2,000	10" x 5"	5-1/2#		11.00 Bx 5.50 M		10.00 Bx 5.00 M		9.20 Bx 4.60 M	8.60 Bx 4.30 M	8.40 Bx 4.20 M	7.80 Bx 3.90 M
150050	8-7/8" x 11" Carbon Area Master Hecto Carbon Sels	1	1,000	11" x 9-7/8"	27#		75.00 M		65.00 M		53.00 M	52.00 M	50.00 M	4.80 M
150060	12-5/8" x 8-1/2" Carbon Area Master Hecto Carbon Sels	1	1,000	8-1/2" x 13-5/8"	32#		80.00 M		70.00 M		58.00 M	58.00 M	56.00 M	54.00 M
150070	13-5/8" x 8-1/2" Carbon Area Master Hecto Carbon Sels	1	1,000	8-1/2" x 14-7/8"	30#		85.00 M		75.00 M		63.00 M	63.00 M	61.00 M	59.00 M
150080	13-7/8" x 11" Carbon Area Master Hecto Carbon Sels	1	1,000	11" x 14-7/8"	41#		95.00 M		85.00 M		73.00 M	73.00 M	71.00 M	69.00 M

NOTE  
The first dimension of sheet sizes is the LENGTH of the form, the second dimension is the WIDTH. When ordering in quantities, not stated, order in unit of gross value. Same as for next lowest quantity listed. Labels for item Nos. 112003 and 122003 are in triplicate. Labels for 110003 are in triplicate or 33,000 labels per box.



# THE MODEL 101 QUIK-PRINTER

## A SINGLE-PLATE IMPRINTING AND ADDRESSING MACHINE

**For Charging Systems  
For Order Writing  
For Computer In-Put**

To insure accuracy and legibility on source documents, particularly when account numbers are used, forms may be imprinted with the machine shown at right.

The appropriate embossed plate is removed from the file, inserted into the front of the machine and then forms of various kinds are imprinted. The machine makes excellent carbon copies on snap-out sets of forms. The plate is then returned to the file. The original copy is the **best** copy, as in typewriting or hand writing.

The system provides positive control of credit. No plate—no credit. And credit limits, tax status and other related data may be noted on the plate for quick reference. Duplicate ledgers, for the same account, each a little different in name, are eliminated.

Some of the various ways the machine is used are listed on Page 22.

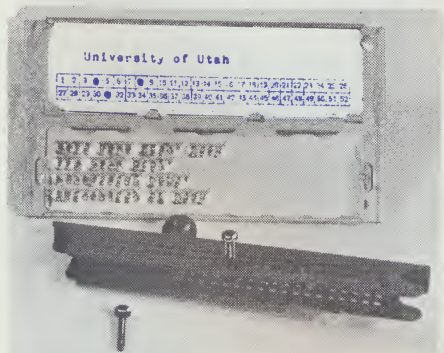
One machine for any one style of plate is:

**No. 222320 Quik-Printer \$169.50**  
**Model 101 26 lbs.**

Quantity discounts apply when 5 or more machines are purchased at one time for use by the same firm, as follows:

1 to 4 machines	\$169.50 each
5 to 9 machines	less 5%
10 to 24 machines	less 8%
25 to 49 machines	less 10%
50 to 74 machines	less 12%
75 to 99 machines	less 15%
100 and over	less 18%

Optional and extra attachments and features are also available, as explained elsewhere on this page.



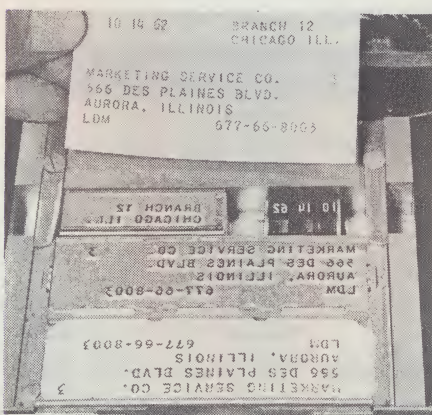
An optional and extra feature is the Activity Recorder. This consists of a pin bar which becomes a part of the printing arm. In the pin bar are 52 holes, one for each week of the year. At the beginning of each week, the pin is moved to the appropriate hole for that week. This then prints a dot on the index card of the plate which is printed with 52 grid lines or squares, a square for each week. Thus, the activity of an account is graphically pictured to management. Used by laundry and dry cleaning companies and others who regularly service routes of customers. The Dater and Station Printer cannot be used when the Activity Recorder is used.

**No. 222239 Activity Recorder \$52.00**



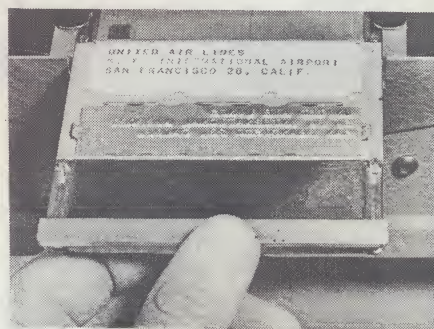
The machine can be set up to take any ONE style of Addressograph plate. These plates are available from service firms in all marketing areas and cost, embossed, on the average, 15¢ each. The plate is inserted into the front of the machine and it locks in. The needed forms are imprinted. The lever at front of machine is lifted and plate pops out of the machine into the palm of the operator, ready for refiling.

The machine prints through an inked, cloth ribbon which moves from one spool to another, each time a form is printed. Because the "impact" principle of printing is used, the machine is self-adjusting for the thickness of one sheet of paper or for many sheets in sets. As the imprinting is generally done near the top of a form, the size of form to be imprinted is virtually unlimited.



A Rotary Dating Attachment is available for use with the popular style of plates. This dates forms at the same time names, addresses and account numbers are imprinted. The date is changed each morning by turning a wheel to the next numeral, as in a postage meter machine. Also available is the Station Printer which permits printing a Branch or Station name and number at the same time the other elements print.

**No. 221480 Rotary Dater \$15.00**  
**No. 221460 Station Printer \$10.00**



In some installations, it is desirable to insert the plate into the imprinter with the top or index card going into the machine first. This makes it possible to use the same plates in large, automatic addressing machines as well as in the imprinter. For this arrangement, a Sliding Anvil is used in place of the Pop-Out Anvil. The plate is placed down on two grooved bars and the bars with the plate are then pushed into the machine. To remove the plate, the bar is pulled forward and the plate lifted off. With this arrangement, the Dater and Station Printer cannot be used.

**No. 222260 Sliding Anvil in place of Pop-Out Anvil \$20.00**



# THE VISI-QUIK FILING SYSTEM

## for Addressograph Plates

When a single plate is removed from file, used to imprint a form, as shown on Page 21, and then re-filed, the filing system shown here saves time. It makes it easy to find the plate and to re-file it.

This filing system is available only for Addressograph plates measuring 4" x 2 1/4".

A separate plastic pocket is provided for each plate. When plates are dropped into the pockets, the top edge of each plate is visible. When a plate is removed from the file, the plastic pocket for it remains empty so that refiling is easy.

One rack, as shown at upper left, holds 40 pockets and 40 plates. A bracket is available which may be fastened to any wall and this holds 6 of the racks, or 240 plates, as shown at upper right. The racks swing back and forth in the bracket.

A table standard is also available and the wall bracket is fastened to it. This unit is then placed on any table, desk or counter.

The various units and assemblies are as follows:

No. 400800	Single Pocket	.15
No. 400810	Package of 40 Pockets	6.00
No. 400820	Single Rack, without Pockets	14.00
No. 400830	Single Rack complete with 40 Pockets	20.00
No. 400840	Wall Bracket, no Racks or Pockets	15.00
No. 400850	Wall Bracket complete with 6 racks and 240 Pockets	135.00
No. 400860	Table Standard only	16.00
No. 400870	Table Standard complete with Bracket, 6 Racks and 240 Pockets	151.00

At upper right, the wall bracket, fastened to any wall, holds the 6 racks which swing back and forth in the bracket. At lower right, the table standard holding the wall bracket is shown. The capacity is 240 pockets or plates, each plate visible.

The single rack with 40 pockets is shown at left. This holds 40 plates with the top edge of each plate visible. The single rack may be fastened to any wall. This is about the number of plates generally used at a nursing station in hospitals.

The racks may be hung in a wall bracket. This holds 6 racks or 240 pockets or plates. A table standard holds the wall bracket so that the 240 plates may be placed on any table, desk or counter.

### WHO USES THE IMPRINTING MACHINE DESCRIBED ON PAGE 21?

Anyone dealing with a group of customers or clients on a regular basis can save time, insure legibility and accuracy through the use of an imprinter.

When items are sold over a counter to customers who come in regularly, the customer plates and the imprinter are kept on the sales counter. The sale is recorded with the plate by imprinting the order form or invoice. Firms who sell automotive parts, bearings, builders' hardware, lumber and similar items are extensive users of imprinters.

When ready-mixed concrete or black top is sold to contractors, forms are imprinted with buyers' names and addresses.

At food processing, freezing, canning and packing plants, forms are imprinted at weigh-in stations so that growers are properly paid for items delivered.

Hospitals use imprinters at nursing stations to imprint charge tickets for patients as needed.

Firms regularly servicing automatic machines, or delivering items daily to restaurants, simplify paper work by imprinting the essential forms.

Laundry and dry cleaning companies, milk and bread companies—all serving customers on a regular route basis, find imprinted forms very helpful.

Airline companies and other freight companies imprint shippers' names, addresses and account numbers on Air Bills, Way Bills and Bills of Lading.

Equipment Rental Firms use imprinters. They have customer plates for those customers who rent equipment regularly and frequently. They have a plate for each piece of equipment and keep these in one of three files. When in one file, the item is out on rental; when in the second file, it is on hand and ready for rental; when in the third file, it is in the shop for service or repair.

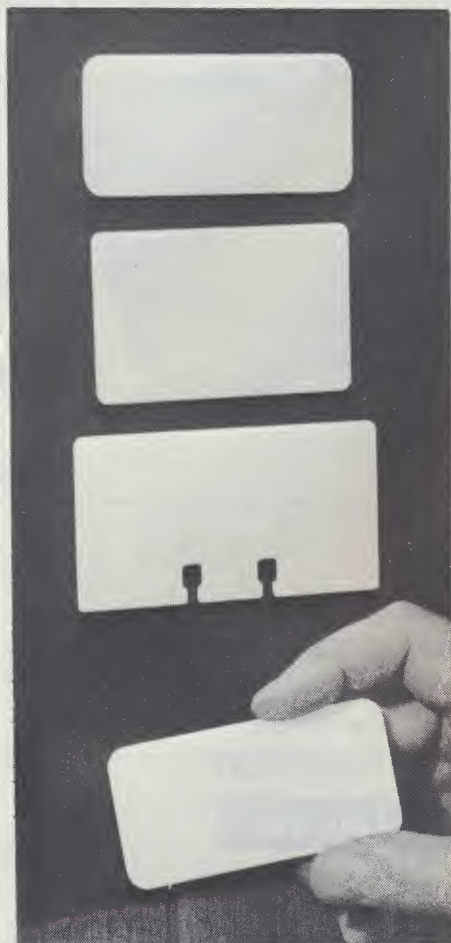
When account numbers are used and source documents end up at a central place where cards are punched, imprinted data is accurately interpreted and this keeps bugs out of the computer.

Almost everyone filling out forms over and over for the same people can save time, make work easier, insure legibility and accuracy—by imprinting the essential data.



# PLASTIC CREDIT CARDS

## PLAIN OR PRINTED TO ORDER



Plastic credit cards, blank, white Vinyl, are carried in stock for immediate shipment. Specially-printed cards are manufactured to order. Inquiries of any kind, relating to this item, are invited.

Whatever your requirements may be with regard to plastic credit cards, we will be pleased to quote on them.

Several popular, blank cards are carried in stock, for immediate shipment. Blanks cards are used internally in some areas, and no printing on them is required. When cards are kept at a central place, to be selected from a file and used as required, special printing on the cards is generally not needed. Hospitals, for example, frequently use blank cards.

When cards are carried in pocket or purse, these are printed to order and we can supply them at attractive prices.

If you are now using a printed card and want a quotation on a replacement lot, send a sample card and indicate what quantity is needed. We will furnish quotation and estimate of shipping date.

If a new card is to be printed, which has not been printed before, we need answers to the following questions so that we can submit a quotation to you:

1. How many cards are needed?
2. What size of card is to be used?
3. What thickness of card is to be used?
4. If the cards are to be used in an imprinter, what make and model of imprinter will be used?
5. What is to be printed on the front of the card and in how many colors? What colors?
6. What is to be printed on the back of the card and in how many colors? What colors?
7. Is a panel for signature to be used? Where is it to appear on the card?
8. If special art work is required, will

you furnish original art work or reproduction proofs?

9. If we are to furnish art work, rough sketches will be submitted for approval and final art will be submitted for approval. This work will be done by a commercial artist and the charge for this will be at actual cost.

10. How soon will you need the cards?

As a general rule, the quantity of 10,000 is considered a minimum quantity for manufacturing special credit cards to order. Because of the art costs, plate and other setup costs, and as the manufacture requires several processes, quantities less than 10,000 — while they can be produced — result in a high cost-per-card. As with all items of this kind, the larger the quantity produced at one time, the lower the cost-per-card.

The following items are carried in stock for immediate shipment. These are blanks — no printing. Other blank items are being added to stock as the need arises.

The cards are fabricated from white vinyl with a polished finish on both sides.

No. 471525 Credit Cards, 1-23/32" x 3 1/2", .018 thick

up to	1,000	27.00M
	3,000	26.00M
	5,000	25.00M
	10,000	20.00M

No. 471550 Credit Cards, 2 1/8" x 3 3/8", .030 thick

up to	1,000	40.00M
	3,000	38.00M
	5,000	36.00M
	10,000	30.00M

## HEAT TRANSFER?

If you have requirements for heat transfer paper, for addressing lists by tabulator or computer print-out, let us know. This consists of a single original sheet and a carbon sheet backing it up, similar to the spirit process sheets shown on page 19. The carbon is jet black, however, and — using heat and pressure, names and addresses are transferred direct to envelopes and other mailing pieces. This is done at high speed by certain automatic machines.

Let us know what your requirements are with respect to sheet size, quantity, etc. and we will respond promptly.

## TWINE — FOR ALL TYING MACHINES

If you use mail in volume, you use twine — probably in a tying machine.

We carry twine in stock, for immediate shipment.

Two styles are available — and these are the styles generally used in tying machines.

The twine is stocked in 2 1/2# cones.

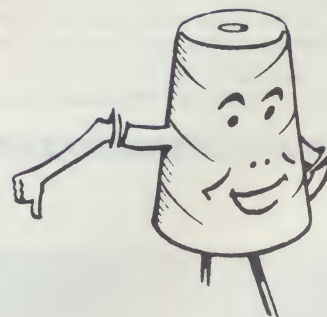
### PRICE PER CONE

No. 482500 8-ply white cotton twine

1 to 9 cones	10 to 25 cones	26 to 49 cones	50 to 99 cones	100 cones
3.35	3.00	2.80	2.50	2.25

No. 482600 8/3/3 Belmont White Cable

Twine				
1 to 9 cones	10 to 25 cones	26 to 49 cones	50 to 99 cones	100 cones
3.75	3.40	3.20	2.90	2.65



White cotton twine, 8 ply, and 8/3/3 Belmont white cable twine, in 2 1/2# cones, for use in tying machines, is carried in stock for immediate shipment.



From:



BULK RATE  
U.S. POSTAGE  
**PAID**  
PERMIT NO. 156

To:

Mr. T. Nelson  
Box 1546  
Poughkeepsie, New York 12603

## INSPECTION SAMPLES OF ANY PAPER ITEM DESCRIBED IN THIS CATALOG WILL BE FURNISHED FREE ON REQUEST

### **Mechanical Items May Be Purchased on 30-Day Approval**

If you would like to see and examine any paper item described in this catalog, let us know what item or items are of interest and we will rush the samples to you by return first class mail — by air mail, if you request it.

If there is an item you need but it is not shown in the catalog, but related to other items in the catalog, let us know what it is. Perhaps we can supply it and, if it is an item others can use, we can include it in the next edition.

The purpose of the catalog is to make it easier for you to buy the things you need; to make them available for same-day shipment whenever this is possible.

Any responsible organization or institution may order any mechanical item

on a 30-day approval basis. It is shipped and billed to you in the normal manner but the invoice will clearly state "On 30-day Approval." At the end of the trial period, if you are pleased and wish to keep the item, you pay the invoice. If not, return the item and the charge will be cancelled at once — cheerfully and without equivocation. You are the judge.

If you use a particular item or items in large volume annually, hundreds of thousands or millions of units, write to our Contract Department. Explain what item or items are needed, the estimated total, annual requirements. We will compute and submit to you a special quotation, based on your annual needs, with shipments to be made at intervals you specify.

Throughout the catalog, references are made to "automatic labeling machines." In most cities, mailing houses and letter shops have such machines and apply labels to mailing pieces, on a service basis. If you are unable to locate such a service organization, the manufacturer of the machines can refer you to such an organization. We have prepared a single page bulletin listing the names and addresses of the manufacturers of such machines. If you would like to have a copy, ask for our "Labeling Machine Bulletin." It's free and will be sent by return mail.

This is a MAIL ORDER CATALOG. It is a reference book you will find useful now and in the future. Use it as your **purchasing guide**. It can help anyone involved with **Communication by Mail**.